CHEMIST& DRUGIST

The newsweekly for pharmacy

November 13, 1993

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Liverpool's sharps swap scheme folds

Council moves on community interest group

Spotlight on Reckitt revamp

Boots' model small store

TURER: NPA reviews reforms



Fitting out for customers...



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REGULARITY &
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INCORPORATING RETAIL CHEMIST & PHARMACY UPDATE

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Comment

Today a drug user in Liverpool can walk into one of 19 community pharmacies across the city and exchange his used needles and syringes for clean equipment. In doing so, he helps protect himself and others against the spread of HIV and AIDS, and he has contact with a trained healthcare professional who can advise on all manner of health-related

But after December 4, a similar request to dispose of used "works" safely could fall on stony ground. The Liverpool contractors providing needle and syringe exchange have unanimously tendered their resignation to the health authority (see p836). The scheme, which has been hailed by many as a model of its kind, is no more.

So what has changed, what has made the conscientious and innovative contractors of Liverpool turn their backs on their customers in this way? It is too simple to dismiss this action purely in financial terms — a question of holding out their hands for more money and then sulking when it was not forthcoming.

The real reasons go much deeper and are an indication of the lack of morale and the sense of frustration felt by the profession as a whole. In short, the worm has turned. Cries of "enough is enough" are resounding across the Mersey and it is hoped that the echoes will reach as far as Whitehall.

After providing an excellent service for five years, only two

years of which have been paid for, the contractors in Liverpool have decided to get tough with the authorities who hold the purse strings. The recent imposition of the 1993-94 pay package has only served to harden their hearts; to convince them that if they do not act now, things will only get worse.

With the spectre of 1995 looming on the horizon, and the prospect of 20 per cent of the global sum being distributed by family health services authorities, the decision has been taken to get tough now before too many precedents of "soft-touch" pharmacists digging deep into their own pockets to subsidise NHS services becomes impossible to

The stance taken by the "Liverpool 19" may seem harsh on the face of it, and no doubt will cause sanctimonious words and talk among those in power of "putting the patient first". But when all things are considered, no one should be surprised, least of all the Department of Health. It has continually thrown plaudits at the profession, in effect damning it with more than faint praise.

A Government which continually brow-beats a profession through financial attrition of core services and a failure to recognise with cash the scope of its advice/new role care must expect to meet its match sooner or later. For Liverpool the time is now!

Chemist & Druggist 13 NOVEMBER 1993



Liverpool's needle exchange scheme folds

Contractors involved in Liverpool's syringe and needle exchange service have tendered their resignation following the breakdown of negotiations with the local health authority.

The 19 contractors have given the authority a month's notice and will cease to take in used needles and syringes from drug addicts on December 4.

The row centres on the allocation of payment which the LPC describes as "completely arbitrary". It bears no relation to need, quality of services or to the health benefits, they say.

The Liverpool scheme, set up five years ago, has been hailed as one of the most successful of its type. LPC chairman John Donoghue says that pharmacists account for around 250,000 exchanges a year. As a result, although Liverpool has one of the highest rates of drug injecting in the country, it also has one of the lowest rates of HIV infection.

Currently the total sum of money available for the city is £18,000, he says, which equates to approximately £900 a year per contractor, or about £3 a day. But in the busiest pharmacies, the service has meant employing an extra member of staff at a cost of £6,000 a year (based on JIC rates).

Discontent about the service has been apparent for some time, but matters reached a head when the DHA proposed new specifications for the service.

A delegation, including Mr Donoghue and LPC secretary Jeremy Clitherow, suggested a formula for determining an equitable level of remoneration based on criteria such as need, health gain, location of exchange sites, overheads and risks to staff.

"Over a series of meetings, the pharmacy side made a number of concessions and contributions to improving the specification," says Mr Clitherow. "However, at no time was any extra payment offered. The authority's attitude was one of take it or leave it."

Matters were put to contractors at two meetings and their unanimous decision was that unless substantial improvements were forthcoming, both in the specification and in remuneration, they could not continue. At a meeting last week, it become clear that the health authority has no more money and so resignations were tendered.

While concerned about the effects on users of the service, contractors are convinced of the need to stand firm, particularly in the run up to 1995 when 20 per cent of the global sun will be allocated locally.

"We feel very strongly that pharmacists have done everything that was asked of them," Mr Donoghue told *C&D*. "They have set up the service and have demonstrated its benefits, yet an appropriate level of payment is not forthcoming.

"We are not asking for a huge amount of money. The figure of £6,000 a year is a maximum for the busiest contractor but even if this is paid the service is still being provided at cost price."

Hugh Lamont, a spokesman for Liverpool Health Authority, said that the pharmacists' resignation letter centred on concerns about handling sharps which, he said, was not an insurmountable problem.

"There will be further discussions and hopefully they will have a change of heart," he said. "This is a valuable service and it will be a shame to lose it."

Responding, Mr Clitherow said the resignation letter made three separate points including that contractors were not prepared to continue to work for the old remuneration levels or under the new proposed specifications.

Concerns over handling sharps arose from a requirement for staff to evaluate whether sharps boxes were full or half-full. This would involve opening the boxes, which Mr Clitherow described as "patently unsafe".

"I am naturally disappointed with the Authority. However, no potential injector will be denied access to sterile equipment."

Flu on the increase

There has been a considerable increase in the number of flu-like illnesses reported in the past fortnight to the Royal College of General Practitioners' Spotter Practice Scheme.

The current outbreak appears to be a mild form of the A-Beijing strain. It started in the North of England and is now being seen in the Midlands.

Smithkline Beecham say the incidence of colds and influenza are running at the highest level recorded for the past four years, with Scotland and the North of England almost in the grip of an epidemic.

The Government's chief medical officer Dr Kenneth Calman said last week that sufficient quantities of influenza vaccine are being made available to meet the demand.

With Duphar unable to supply their product because information provided by the company was not sufficient to convince the Medicines Control Agency to grant a licence variation for this year, Dr Calman points out that there may be some delay in delivering new orders.

Duphar are undertaking further tests and trials to provide more information, but these will take some months to complete.

Evans and Merieux say they will take orders from doctors and pharmacists who call.

Dr Calman reiterated his advice that immunisation should be administered to those people at particular risk. These include elderly people with chronic respiratory disease, chronic heart disease and renal failure, diabetes and those who are immunosuppressed. Vaccination is also recommended for residents of nursing homes, old peoples homes and long-stay facilities.

Tim Astill, director of the NPA, was quoted in Monday's *Evening Standard* as saying that all vulnerable groups needed to be vaccinated before December to ensure a preventive effect.

RPA debates mission statement

The Rural Pharmacists' Association is to debate a mission statement and a ten-point policy plan at its annual conference in Swindon on November 20-21.

The plan takes a tough "no compromise" stance against doctor dispensing, and it also calls for a prescription collection and delivery service to be provided by pharmacists as "a matter of course" in remote and difficult locations. A commitment to a 24-hour on-call service also features in the statement.

"We believe that everyone should have access to compre-

hensive pharmaceutical services," the statement reads. "To this end, we support improved remuneration via increased support for pharmacies in essential locations.

"This essentiality needs to be defined. We cannot support any system of remuneration which rewards the provision of professional services by reference to an arbitrary, numerical measure of prescriptions dispensed."

Until the remuneration system has been devised and research into the needs of the public completed, the RPA wants a stop on all new contract awards to pharmacists or doctors.

The RPA also calls for the pharmaceutical needs of every family health services authority to be assessed by all FHSAs in co-operation with the profession and the public. This would be done using guidelines drawn up nationally by the Department of Health and the profession jointly.

The plan also wants a compensation scheme to enable "rational location and relocation of contracts". Dispensing doctors made to close their dispensaries would be similarly compensated.

PSNI re-elects top officers

Terry Hannawin and Bob Dillon have been re-elected as vicepresident and honorary treasurer respectively of the Pharma-ceutical Society of Northern

Dr William Woodside was elected president for a second term (C&D last week, p830). He said the year ahead would be of crucial importance for the future of the profession.

The president said Professor D. Thorburn Burns had recently been awarded the Austrian Analytical Chemical Society's Fritz Pregl medal for his contribution to microanalysis.

Professor Burns, who was awarded the gold medal of the Royal Society of Chemistry's analytical division in May, is a member of Council as a nominee of the Queen's University of Belfast.

The Council has accepted an offer from Mrs E. Smith, MPS, pharmaceutical director of the Regional Drug and Poisons Information Service, to give a presentation to preregistration students on the function and facilities of the regional drug information service.

This knowledge will required by candidates for the registration examination which will be held for the first time in Northern Ireland in July 1994.

The Statutory Committee has agreed to restore John A. McCaul to the Register.

The following applications for reciprocal registration were approved: Elaine J. Comyard, Edinburgh; Robert Edwin Kurring, c/o Boots Ltd, Main Street, Bangor, Co Down; Michelle E.M. McCorry, 171 Keady Road, Lisnaskea; and S.A. O'Neill, 26 Main Street, Coalisland.

A joint meeting has been arranged between Council's audit committee and the audit steering group of the directors of pharmaceutical services of the four boards.

The president thanked Council members who had attended the

prizegiving (see p890 for prizewinners). He also commended Professor Alain Li Wan Po on the School of Pharmacy's achievements.

following certificates of qualification and registration on October 20:

Andrea Briggs, Julie Conn, Clare Conroy, Colm Coyle, Judith Ether-son, Melanie Hamill, John Hannawin, Soil, Metalie Hailill, Joili Halliawill, Graham Joyce, Joanne Kennedy, Thomas McBride, William McCann, David McKee, Moira McGivern, Gillian McMillan, Laura McMillan, Alana Miller, Michael Ogilby, Ann O'Connor, Anne O'Neill, Fiona O'Neill, Philip Pelan, Tara Pollock, Judith Robinson, Paul Savage, Martin Shephard, Glen Tyrell Simpson.

Rotherham pharmacists agree joint standards

Quality standards agreed by Rotherham Family Health Services Authority and the Local Pharmaceutical Committee are being incorporated in combined Practice Charter/Information leaflets for distribution through 29 of the district's 42 pharmacies.

The work on leaflets for the pharmacies remaining on-going with financial help for the whole project provided by Glaxo Pharmaceuticals.

"Pharmacies, possibly more than any other of the primary care professions, are supremely accessible to the public, and the development of stimulating quality standards will both improve the service to the consumer, and increase the public's confidence in local pharmaceutical services, says Alan Hicks, assistant general manager, corporate planning and consumerism.

"It has been an excellent example of the progress that can be made through co-operation between FHSAs and contractors in the interests of consumers.'

The FHSA looked to produce quality standards criteria for GPs, pharmacists optometrists under six headings: information: choice: access:

safety and security; professional training and audit; and redress.

The agreed standards were discussed with the individual representative committees of each profession, with Rotherham LPC giving an "immediate and positive response"

• Lincolnshire FHSA issued an eight-page, two-colour glossy leaflet defining the specific services consumers can expect from doctors, dentists, opticians and pharmacists earlier this year. It has a tear-off form for suggested improvements that can be sent to the patient information officer.



Mark Armstrong (right) is pictured at the Ulster Chemists' Association annual dinner receiving a token of gratitude from the president, Adrian Glass, in recognition of the "dedication and commitment he has shown to the profession for the past 25 years" (see also People, p890)

Reader's Digest promotes OTC medicines

Over 7,000 pharmacies in the country will be sent a copy of the December issue of Reader's Digest which will contain a 13-page self-medication healthcare feature including advertisements for over-the-counter medicines. The section is a first for the magazine.

The publication quotes research which shows that a doctor could save as many as 16 consultations a day if patients sought OTC help in the first place for minor ailments.

A recent survey among subscribers to Reader's Digest showed that over three-quarters were very or quite satisfied with the advice they receive from their pharmacists. Some 57 per cent rated pharmacists as an important source of medical advice, an improvement on the 43 per cent who thought this was the case in 1991.

Premises numbers up

Pharmaceutical The Royal Society has altered the way it records the status of premises in its monthly amendments to the Pharmaceutical Register.

In the October amendments, all premises which have received registration approval from the Minister of Health appear as "Registered Approved" and the date this was effected. The term "Commence Trading" will be used after receipt of a confirmed date on which trading will start. This date will appear alongside the premises' name and address in the monthly amendment.

Based on the "Commence Trading" status, premises numbers in October are up by 20, bringing the total on the Register to 12,059.

The greatest increase was seen in England with 27 additions and nine deletions. In London there were a further three additions and one deletion. Scotland reported one addition and two deletions while Wales reported just one deletion.

A further 91 premises are listed as "Registration Approved". These include a number of hospitals, NHS Trust and BUPA hospitals and several Tesco stores.

Pharmacists ideal to give Pill advice

Pharmacies are ideally placed to give advice on contraception as they are accessible and have the presence of fully trained health professionals, said Karin Oppenheimer of the Family Karin Planning Association, speaking at the launch of the latest Pharmacy Scheme leaflet. Healthcare Taking the Pill.

With one-third of pregnancies unplanned, many due to missed doses of the Pill, the leaflet aims to reduce this figure by targeting Britain's three million Pill users.

A secondary message of the campaign is to encourage women to ask their pharmacist if they have any queries. Says Ms Oppenheimer: "Women feel hesitant in going to their doctor and access to information is a crucial point.'

Pharmacists can capitalise on patients' unease in this matter.

Roger Odd, head of the practice division of the Royal Pharmaceutical Society, said:

three-quarters pharmacists get asked about contraception by the public, most of these queries concern the Pill itself."

The most common concerns include what to do when a Pill is missed, possible interactions with medication and side-effects.

The leaflet covers all these problems while explaining how the Pill works and where to get it, including the Family Planning Association.

A refreshing new twist to the No.1 heartburn treatment¹

Gaviscon now comes in lemon, peppermint and aniseed flavours

Your customers wanted them so now you've got them: Gaviscon now comes in two new flavour choices - Peppermint flavoured liquid and Lemon flavoured tablets.

Customer research shows that by stocking and displaying these popular new flavours alongside the original flavours of Gaviscon, you could dramatically increase the revenue earned from Gaviscon's highly attractive profit margins. Gaviscon will be supported by a f,1,000,000.00 promotional campaign.



Available exclusively through pharmacies, these new flavour variants offer all the efficacy and long lasting relief you and your customers have come to expect from the No.1 heartburn



Keeps acid where it works, not where it hurts

Product Information. Active Ingredients: Equid Gave one Sodium alginate BP 500mg, sodium bicarbonate Ph. Eur. 267mg, calcium carbonate Ph. Eur. 169mg per 10ml dose. Gave one 250 Tablets. Alginic acid BP 250mg, sodium bicarbonate Ph. Eur. 12.5mg per tablet. Indications: Liquid Gaves on Hearburn, including hearburn of pregnancy, dyspepth issociated with gastric relia, hatus herma and relias occophaguts. Gavecon 250 Tablets Hearburn and acid indigestion. Contra-Indications: None known. Dosage Instructions: Liquid Gaveson Adults and children over 12. [16.20m], children 6–12. 5–10ml quad after metals and at bedume. Children under 6. Not recommended. Gavecon 250 Tablets. Adults and children over 12. [2.20m].

thoroughly as required. Children under 12. Not recommended. Note: 10ml liquid contains 6.2mmol sodium. One Gaviscon 250 Tablet contains 102mmol sodium. Both liquid and tablet forms of Gaviscon are sugar-free. Retail prices: 100ml £1,60. 200ml £2,86, 24 tablets £1,95. Product Licence Nos: 44/0058 Liquid Gaviscon. 44/0140 Peproduct Licence Holder. 44/0103 Gaviscon 250 Tablets, 44/0143 Lemon Havour Tablets. Legal Category: GSL. Product Licence Holder. Reckut & Colman Products Limited, Dansom Line, Hull HU8 7DS. GAVISCON is a registered trademark. Date of preparation: 1710/93. Reference: 1. Taylor Nebon Counterpoint MAT to June 1993.

remedy in pharmacies.1



Council progress with community group

The Royal Pharmaceutical Society's Council made a series of decisions last week which will enable a community pharmacists' membership group to be set up in 1994. The initial membership fee will be £10.

Council accepted recommendations from the Practice Committee after it had considered revised proposals for structure and organisation.

One recommendation was that the group's committee should consist of five Council members plus seven people elected by the group's members. Council members would not be eligible to serve as elected members.

An election would be held every three years to fill all seven elected places. There would be one ballot, using the single transferable vote system, without dividing the places into owners and employees.

A candidate would have to be nominated by at least five members of the group and provide a full declaration of interests. The first election would be held in conjunction with the 1994 Council election and its policy on canvassing would apply.

If an elected member was subsequently elected to Council, he or she would no longer be able to serve as an elected committee member; a protocol would be devised for filling casual vacancies.

The committee would normally meet six times a year, not during the normal programme of Council and standing committee meetings.

The Pharmaceutical Services Negotiating Committee, the Scottish Pharmaceutical General Council, the National Pharmaceutical Association, the Company Chemists Association and the Co-operative Pharmacy Technical Panel would each be invited to send an observer to the meetings at their own expense.

Should Council act on remuneration? A motion calling for Council to ensure that all contractors received fair remuneration was briefly debated and finally withdrawn, on the understanding that it would be considered by the Practice Committee.

Hemant Patel proposed that: "Council take the initiative to harness the efforts and energies of the pharmaceutical organisations within the community pharmacy sector to ensure that all pharmacies currently in NHS contract receive fair remuneration to recognise the contribution that each makes to the NHS and the health of the nation."

He said that for many community pharmacists, remuneration was the most important factor because it determined whether or not they could exist in business. John Balmford seconded the motion.

Marion Rawlings disliked the way the motion applied to all pharmacies and felt unable to support something which maintained the status quo. There was a great concentration of pharmacies in city centres and a dearth in rural areas, and she wanted everyone to have convenient access to a total pharmaceutical service.

Marshall Davies and Gordon Appelbe questioned whether remuneration was Council's responsibility.

Commenting that Council should not turn a blind eye to financial attrition, Mr Patel said he would withdraw the motion

which was referred to the Practice Committee. Later he asked for clarification of the Society's remuneration position.

Secretary and registrar John Ferguson said the Supplemental Charter of 1953 said the Society should maintain the honour and safeguard and promote the interests of the members in their exercise of the profession of pharmacy. It had always been felt that the Society had the right to deal with remuneration as a whole if it was to cause a change in the way that pharmaceutical services were provided and thus affect the exercise of the profession.

Council had never been involved in detailed negotiations on pay but the first proposal that there should be a basic practice allowance had come from a RPSGB office report.

If something was changed dramatically, which would make it impossible for a service to be provided by members, Council had the right to be involved, Mr Ferguson thought. As long as the Society looked after and protected the interests of all pharmacists, it could become involved in discussions about remuneration. Economic matters could not be divorced from the whole equation.

The Jenkin judgment said that the Society should not be able to negotiate on terms of service and remuneration between a pharmacist employer and a pharmacist employee because it would not be possible to be fair to both.

WelVleReC opens

Drug information pharmacists, family health services authority pharmaceutical advisers and medical advisers from across South Wales gathered at the University Hospital of Wales in Cardiff last week for the official opening of the Welsh Medicines Resource Centre (WeMeReC) by director of the NHS in Wales John Wyn Owen.

Mr Wyn Owen said a range of disciplines must become involved to ensure appropriate prescribing.

Professor Paul Spencer, chairman of the steering committee for the WeMeReC, responding on behalf of the centre, said: "It would not necessarily promote the cheapest medicines, but the best use of resources."

He hoped WeMeReC will help foster interprofessional links, and appealed for feedback from users as "advice is only useful if it is pitched correctly".

According to Mr Wyn Owen, the ultimate test of the centre is "if in a year's time it can be demonstrated that the Welsh people have benefited from the WeMeReC".

Director of the centre is Felicity Newton-Syms, a pharmacist with a background in drug information and formulary development.

Helen Varley, information pharmacist at the WeMeReC, had previously worked in the Welsh Drug Information Centre.

The centre will provide independent advice and information on medicines to general practitioners, community pharmacists and family health services authorities' medical and pharmaceutical advisers in Wales.

WeMeReC will be producing bulletins and other publications for GPs and community pharmacists which will cover therapeutic areas and products. More detailed information will be sent to FHSA advisers.

WeMeReC is sister to the English Medicines Resource Centre (MeReC) and the Scottish Medicines Resource Centre (SMRC) based in Edinburgh.

Petitions 'unprofessional'

Council decided that petitions, organised by a pharmacy owner and intended to further that owner's specific interests in relation to pharmaceutical activity, were not a professionally acceptable form of publicity. Council would not, however, object to petitions which supported pharmaceutical services as a whole or classes of pharmaceutical services. A draft Council Statement on the matter is to be considered at the December Council meeting.

Under review

Two motions calling for the Pharmaceutical Services Negotiating Committee to review its constitution are understood to be on the agenda for the Committee's next meeting. Chairman David Sharpe would not comment.

Graeme Millar

Graeme Millar has asked us to point out that his comments on the Lloyds takeover of John Hamilton Pharmaceuticals (C&D last week p821) were made as an independent contractor and not as chairman of the Scottish

Pharmaceutical General Council.

Price Service

In the November Price List, Gaviscon tablets 60s and Asilone suspension 500ml are, in error, shown as being in the Selected List. *C&D* Price List would like to point out that they are NOT on the Selected List and apologise for any inconvenience caused.

Oxysept timing

Oxysept 1 Step tablet coating takes 10 minutes to break down; not as stated in *C&D*, October 23.



The Welsh Medicines Resource Centre (WeMeReC) at the University Hospital of Wales, Cardiff was launched by Mr John Wyn Owen, director of the NHS Wales. He is pictured here with information pharmacist Helen Varley (left) and director of the centre Felicity Newton-Syms



Redoubtable **Dottie!**

My linguistic abilities have never been exceptional but I am persistent and, with a little patience, normally make myself understood. I was, however, completely thrown by a gentleman who had recently had a laryngectomy and, unlike a number of other patients, had not yet mastered the different techniques of talking.

A lot of arm waving, perspiration and frustration eventually brought Dottie to the scene who, after just a few moments' concentration, translated precisely what the gentleman was saying and then proceeded to act as interpreter.

The results of this exhibition were a very relieved patient and an amazed pharmacist with a new insight into the hidden talents of the staff. It was lightly dismissed by Dottie as pure luck because she was brought up in a family with a history of deafness, so lip reading came naturally. But I am proud that I have such caring staff; an attitude that differentiates community pharmacy from all those "other shops" in an increasingly anonymous retail jungle.

The need to prepare for the future

The year 2000 is looming large on the horizon, and already many commentators are taking the opportunity to predict the future.

In both **Comment**, C&D November 6, and in a presentation to the Scottish Pharmacists Conference by Ms Clare Mackie, assistant director of the Scottish Centre for Post Qualification Pharmaceutical Education (C&D November 6 p816), radical change was foreseen for community pharmacy.

It is certainly true that the dispensing function has now become sufficiently mechanical that it can be safely delegated to technical staff with the pharmacist's role changing to that of supervisor.

The report earlier in the year from the National Audit Office indicated that substantial savings of scale could be achieved in community

pharmacies.

Though this encouragement to factory dispensing was condemned as a prescription for the decimation of the small community pharmacist, it is also a fast-approaching reality that the release of funds from a more cost-effective operation could be used to capitalise on those services which, in the future, will be the raison d'être for our existence.

The "chemist's shop" has been a feature of every High Street for so long that we can be forgiven for believing that its presence is inviolable. This is a false sense of security because in 1995 some 20 per cent of our payments will no longer necessarily be dependent on script numbers, thereby introducing the National Audit Office's recommendations at a stroke.

The sources of demand for our professional services are also changing more rapidly at present than we are prepared to accommodate, with the current explosion in electronic communications, for example, already allowing us to practise successfully in a domiciliary setting distant from the pharmacy.

The day of the megapharmaceutical health centre is not far away, where the patient visiting the pharmacy for individual consultation will be only one part of the practice, where NHS payment for service will become our core income, and where three or four pharmacists in partnership will minister to the pharmaceutical needs of larger communities in close co-operation with other members of the health care

These changes are already happening and C&D's Editor is right: ignore them at our peril.

Save cash but not at my expense

Last week I was presented with an FP10 by a regular patient and a private prescription for the same treatment. The logic of this was that the lady was going to "winter" in Spain for five months and that the doctor would only give her two months' treatment on the NHS, with the remainder having to be purchased privately.

I thought it a little hard on this lady to penalise her for the good fortune of being able to stay in warmer climes, but her doctor probably had one eye on his drug budget and so was not feeling particularly generous except, of course, with my money! Having written the private script he then quoted the price which, surprise, surprise, was at cost and straight out of MIMS!

As resource pressures increase within the NHS, I can see the incidence of private prescribing continuing to rise.

So perhaps the British Medical Association, as well as suggesting that GPs be given permission to prescribe privately for non-exempt NHS patients, should also remind their members that the pharmacist is not paid by the NHS to dispense private prescriptions, and that they of cost is raised.

Media helps pharmacy cause

With the flurry of media attention surrounding pharmacy closures resulting in nationwide concern for pharmacists' plight, Colette McCreedy, head of public relations at the National Pharmaceutical Society, wishes to point out that the NPA are not claiming credit for arranging an interview with BBC television. However, she states that the NPA have actively pursued the Press and radio ever since.

The Pharmacy Support Group have also been vigorously highlighting the difficulties facing pharmacists during their TV and

radio appearances.

The NPA have appeared on Radio 4, BBC Breakfast and One O' Clock news as well as on 15 local radio stations, stating the case for pharmacists.

Ms McCreedy advises pharmacists at a local level to "maximise on the opportunities that the NPA is making". The Association has provided local Press with briefings on the remuneration package and the implications for pharmacy.

She pleads for any pharmacists who are in greatly disadvantaged situations to get in touch to help bring their plight to public attention.

"If we have enough local cases we can then put a national case forward," she says.

PSG chairman Hemant Patel conducted four interviews but points out that pharmacists have to make sure that the Government does not forget the profession. To do this, he says, will require "constant publicity about the issue'

He stresses that the PSG are fighting on behalf of all independent pharmacists, and asks that all local pharmaceutical committee secretaries contact him to help organise a nationwide, long-term, on-going

campaign.

Changes to PPRRC

The Pharmacy Practice Research Resource Centre is to reorganise its structure to benefit from a single working site. The changes come at the time of the imminent departure of the Centre's administrator.

In future, the whole operation will be centred on Manchester University, which will responsible for running the Centre. The College of Pharmacy Practice will continue to be involved, with a place on the management team currently held by Professor G. Calder. Other members of the team also remain unchanged.

Bear facts about Infacol



It seems that bears are becoming more popular, not just with children, but with Mums *and* pharmacists too!

The Infacol bear has been helping to spread the word about effective relief from colic. Last year sales of Infacol grew by over 33%. Furthermore, increased promotional support in the coming months will ensure continued success. The pleasant tasting, sugar and alcohol free formulation contains no artificial colourants, and is now available in a tamper-evident 100 dose pack.

So now you know the bear facts – stock up with the brand leader²... you won't get profit from bare shelves!



Medicalmatters

Diet as good as steroids in Crohn's

Changing to an elemental diet is as effective in the therapy of Crohn's disease as treatment with steroids. But despite a success rate of 90 per cent, most patients relapse once on a normal diet.

The study in *The Lancet* started 136 Crohn's disease patients on an elemental diet (E028 from Scientific Hospital Supplies). All other treatment was withdrawn.

Some 31 per cent of patients refused to remain on the diet for longer than a week. Of those that remained on the diet for 14 days, 84 per cent achieved remission and were then randomly assigned to corticosteroids or dietary management.

Patients in the latter group reintroduced a single food each day and noted any intolerance. Of the 40 patients receiving diet treatment, 26 were intolerant of more than three foods.

Smoking costs NHS £610 million

The total cost of smoking to the National Health Service, including primary and secondary healthcare, is estimated as £610 million — more than £1.67m every day. Seven million prescriptions are written by GPs to treat smoking-related illnesses at a cost of £52m a year.

A range of similar statistics were revealed in a report from the Health Education Authority, "The Smoking Epidemic: A Prescription for Change"

(£4.99), which has analysed the cost of smoking to the NHS in each region of the country.

Smoking is also associated with a considerable cost in human terms — it is the largest single cause of preventable and premature death, causing 111,000 deaths a year in the UK in 1991.

Half of all children live in households where at least one adult smokes, and the total cost of additional healthcare for children who live with smokers is estimated as £143m. Such children tend to visit the doctor more often, need more prescriptions and have more outpatient visits and inpatient stays than children of non-smokers.

According to the report, advice from healthcare professionals is effective in helping smokers stop. Up to 5 per cent of smokers give up smoking completely following brief advice from their family doctor.

ACE inhibitors of benefit post-infarction

The administration of an ACE inhibitor within 24 hours of a myocardial infarction can significantly reduce mortality and morbidity, according to a number of studies announced at the American Heart Association meeting in Atlanta this week.

The GISSI-3 study of nearly

20,000 patients compared patients receiving standard coronary care with those also receiving the ACE inhibitor lisinopril, or nitrate or both.

After six weeks it was noted that lisinopril, both alone and in combination with nitrate, effectively reduced mortality and morbidity.

The ISIS-4 study examined captopril use in 58,000 patients. This was found to reduce the number of post-infarct deaths by five per 1,000 patients treated, a risk reduction of 6.2 per cent.

A smaller-scale study has revealed that enalapril has a greater effect in reducing cardiac mortality than captopril when added to conventional therapy within 24 hours of a heart attack.

The ACE inhibitor captopril reduces the risk of death or end stage renal disease among diabetic patients by 50 per cent.

ARE YOU GETTING ENOUGH IRON + VITAMINS?

Many of us – especially women – run the risk of living beyond our limits when we compare our Iron expenditure with our actual Iron intake!

FLORADIX FORMULA and NEW FLORAVITAL (YEAST-FREE AND GLUTEN-FREE) are vegetarian food supplements which provide an easily absorbable iron compound as well as vitamins, extracts of carefully selected herbs and fruit concentrates.

FLORADIX AND FLORAVITAL -

Iron and Vitamin Insurance for Women, Expectant Mothers, Children, Elderly People, Athletes and Slimmers.

Available at your favourite Health Food Store and selected Chemists.



SALUS (UK) Ltd., 15 Rivington Court, Warrington WA1 4RT, Cheshire Telephone: (0925) 825 679

Focus on drug users to prevent HIV

If an epidemic of HIV in the heterosexual population is to be prevented, intervention should focus primarily on injecting drug users and their partners who continue to engage in unprotected heterosexual intercourse, say the authors of a study in the *BMJ*.

Researchers found that the incidence of HIV infection among heterosexuals, which could be traced to sharing injecting equipment, reached a peak in 1983 but then declined rapidly. From 1987, all seroconversions to HIV in their study group were attributable to unprotected heterosexual intercourse.

Homoeopathic BP

The second edition of the British Homoeopathic Pharmacopoeia is now available for £60. It was first published in 1870. Further information from Erika Babbs at the British Association of Homoeopathic Manufacturers. Tel: 0602 309319.

Malaria Wheel

The Malaria Wheel, featured last week, can carry a 28-day supply of chloroquine and Paludrine tablets, both supplied with the dispenser. Masta. Tel: 0274 531723.

Fortical change

The name of the Fortical product range is being changed to Polycal liquid. The newly labelled product will start to appear from November 15 and will carry a name change collar on the bottle neck for the first three months. The 200ml bottles will have a resealable screw collar cap. Apricot flavour has been discontinued and apple flavour reintroduced. Cow & Gate Nutricia Ltd. Tel: 0225 768381.

Beta-Programe caps

APS have launched Beta-Programe capsules containing 160mg propranolol in a slow-release form (28, £6.84). The product will be packaged in two blister packs of 14 capsules and will carry the Tillomed Labs livery. Tillomed Labs Ltd. Tel: 0462 480344.

Roche shorts

Roche say they have encountered some problems with capsule lines resulting in shortages of certain products as follows: intermittent short delays of Madopar 62.5 and Madopar 125 until November 22; Dalmane 15 normal stocks by November 19; stock situation of Dalmane 30 improved by November 16 and back to normal by the end of November; Librium 5 in stock by November 24; Librium 10 in stock by November 12; and intermittent short interruptions in supply of Limbitrol 5 for remainder of November. Roche Products Ltd. Tel: 0707 366000.

Just how big a headache is Tension Headache?

The biggest. In fact, 74% of all headaches are Tension Headaches.⁴ Which, when you think about the pressure people are under today, makes sense.

What also makes sense, is to recommend a *specific* Tension Headache remedy <u>straight away.</u> And the one to recommend is Syndol.

There is no more effective OTC treatment for your patients. Uniquely formulated for Tension Headache, Syndol contains the powerful analgesic combination of Paracetamol, Codeine and Caffeine, plus Doxylamine Succinate to ease muscle tension and bring fast relief (a clinical study showed that in 97% of Tension Headache attacks, Syndol started to work within 30 minutes).

It is a Pharmacy medicine, is strongly supported, creates extraordinary loyalty, and powerful word of mouth recommendation.

Get the benefit. Display well, recommend at once, and above all don't get caught out of stock. That's a headache you could do without.



You can't recommend more powerful relief.

(1) National Headache Survey, Gallup 1993

INFORMATION FOR PHARMACISTS: Each tablet contains Paracetamol BP 450mg, Codeine Phosphate BP 10mg, Doxylamine Succinate USNF 5mg, Caffeine BP 30mg USES: Treatment of mild to moderate pain and as an antipyretic. Symptomatic relief of headache, including muscle contraction or tension headache, migraine, neurilagia, toothache, sore throat, dysmenorrhoea, muscular and rheumatic aches and pains and post-operative analgesia following surgical or dental procedures DOSAGE AND ADMINISTRATION: Adults and children over 12 years 1 or 2 tablets every 4-6 hours as needed Maximum 8 tablets in 24 hours. Not recommended in children under 12 years CONTRA-INDICATIONS, WARNINGS ETC.: Contra-indications Idiosyncrasy to any of the ingredients Precautions May cause drowsiness If affected, do not drive or operate machinery No data available in pregnancy avoid use Side-effects Drowsiness or dizziness, mild constipation, agranulocytosis rarely Overdose Paracetamol overdose can cause liver and kidney necrosis. Immediate medical referral is essential, LEGAL CATEGORY. P.CD (Section 5) (not prescribable under NHS). PRODUCT LICENCE NUMBER: PL4425/0018 PACKAGE QUANTITIES, PRICE: Pack of 10 tablets £1.59 20 tablets £2.77 50 tablets £6.08 DATE OF PREPARATION: September 1993. Full prescribing information is available from licence holder. Marion Merrell Dow Limited, Lakeside House, Stockley Park, Uxbridge, Middlesex UB11 1BE

Now that C available ove ery body from powert



Oruvail Gel contains ketoprofen - a proven, powerful analgesic and anti-inflammatory agent which has been found to be more potent than ibuprofen in inhibiting the synthesis of prostaglandins

It also inhibits bradykinin, which has been shown to act together with prostaglandins to cause pain.

And what is more, Oruvail Gel has been found to be clinically superior to piroxicam gel in soft tissue injury.³

Following topical administration of Oruvail Gel, ketoprofen enters the synovial fluid, capsular tissue, and intra-articular adipose

PRODUCT INFORMATION. Presentation: Colourless gel with lavender fragrance containing ketoprofen BP 2.5% w/w Indications: Relied of pain and inflammation associated with backache, muscular and rheumatic pain, sprains, strains and sports injuries. Dosage: Apply a thin layer of gel to the affected area three times a day for up to 7 days. After the gel is applied it should be rubbed in well. Elderly: As above. Children: Not to be applied to children under 12 years of age. Contraindications: Patients with hypersensitivity to ketoprofer ibuprofen, aspirin or other non-steroidal anti-inflammatory agents, patients suffering from or with a history of bronchial asthma or allergic disease, exudative dermatoses, eczema, sores and infected skin lesions or broken skin. Precautions: Oruvail Gel should not be applied to mucous membranes or eyes, or used with occlusive dressings. Caution in patients with severe renal impairment. Should a skin rash

ruvail Gel is the counter, can benefit ul pain relief.

tissue. That means Oruvail Gel penetrates right through to the inflammation and pain. It also promises to penetrate a huge new market, supported by a multi-million pound television consumer advertising campaign and impactful point-of-sale material.

Oruvail Gel is now available for you, the pharmacist, to sell over

the counter in 30g tubes.

The benefit to you and to your customers is transparently obvious.



occur after gel application, cease treatment. Treatment should not continue for longer than 7 days. If symptoms persist consult doctor Keep gel away from naked flames. Use in Pregnancy and Lactation: Only when prescribed by a physician - see data sheet. Adverse Reactions: Skin reactions, including pruritus and localised erythema. Eegal Status: 30g Packs. P. Retail Selling Price: £3.95 (inc. VAT). Product Licence Number: 12/0243. Product Licence Holder: May and Baker Ltd, Dagenham, RMI0 7XS. Distributor and further information available. Irom: Rhône-Poulenc. Rorer, St. Leonards. Road, Eastbourne, BN21.3YG. Date of Preparation: July 1993. References: L. Guyonnet, J.C. et al. Rheumatol. Rehabil. Suppl. 11-14, 1976. 2. Drug Information for the Healthcare Professional, 11th. Edition, USPDI, USP Convention Inc., 1991. 3. Data on file. 4. Ballerini, R. et al. Int. J. Pharm. Res., VI, 69-72, 1986.



Counterpoints

Cosmetics from the Green Goddess

Green Goddess Diana Moran has launched a range of cruelty-free cosmetics.

The range includes nail polish, lipstick, lipliner pencils, eyeshadows, mascaras, eyliners, foundation, powder, blushers and skincare products. Prices range from £2 for eyeliner to £4.85 for foundation.

All products are free from animal-derived substances and ingredients have not been tested on animals. For further information contact David Barber at Bacchanalia Ltd. Tel: 0291 628787.

Unichem offer fine fragrances

Unichem are introducing fine fragrances to their range from this month.

The range of 100 premium fragrances will be delivered within 24 hours, and will help pharmacists capitalise on fragrance sales over the Christmas period, say Unichem. Unichem plc. Tel: 081-391 2323.



Free flights with Predictor

Predictor, the home pregnancy test brand, are offering pharmacists and their assistant the chance to earn free flights to Europe.

The promotion, which runs until 1995, begins this Winter when every pharmacist will be mailed a personal Predictor Air Miles poster on which to collect air mile stickers.

Special Predictor shrink wrapped packs of six will have star shaped, peel off air mile stickers on them. The single packs will offer 10 air miles and the double packs 20 air miles.

Each poster has the facility to save 1,080 air miles which can also be added to any existing air miles collections. All can be redeemed against scheduled flights with British Airways — and it only takes 450 air miles for a return trip to Paris or Brussels.

To get the Predictor Air Miles off the ground, Chefaro are giving away 100 free air miles to the first 10 people who write in with the correct answer to the following question: How many air miles do you have to collect with the Predictor Air Miles Promotion to get a return trip to Paris or Brussels?

To enter, put your name, address and answer on a postcard and send to: Predictor Air Miles promotion. PO Box 43, Wantage, Oxon OX12 8LZ. Chefaro Proprietaries Ltd. Tel: 0223 429956.

Patch in two strengths

Niconil nicotine patch from Elan Pharma is available in two strengths: Niconil 22 containing 30mg of nicotine delivering 22mg over a 24-hour period (7, £12.99) and Niconil 11 containing 15mg nicotine delivering 11 mg every 24 hours (7, £12.99).

The starter pack costing £12.99 contains an audio tape, support booklet, helpline card, diary and seven patches

of Niconil 22

The company suggest starting a patient with Niconil 22 for a period of four weeks. Patients who abstain from smoking during this period should be supported for a further two-week period and may use the lower strength Niconil 11.

Distribution, ordering and invoicing of the product are being handled by Parke Davis & Co. Tel: 0495 762468.

Vichy Winter skin savers

Vichy are running several Winter offers in the pre-Christmas period.

Nutritives 1 & 2 are being reduced by £2 to £7.50.

Elastifine Daily Moisturiser will sell for £6.75, offering a saving of £1.25, while 40ml pots of Double Wrinkle Treatment & Firming Cream will retail at £12.50, offering £3 off

Temporalia Pots will be available at a price of £14.50, £3.50 off.

Vichy will also be offering money off their foundation range, with Teint de Peau reduced by £2 to £7 and Instant Beauty Fluid being reduced by £2 to £7.95.

Cosmetique Active (UK) Ltd. Tel: 0235 526747.

Cobalin-H price cut

Unichem are offering a discount on their Hydroxocobalamin Injection 100mcg BP.

Until January 31, the normal trade price of Cobalin-H will be reduced by £1.36 per pack to £5.44. Unichem plc. Tel: 081-391 2323.

National Transvasin campaign

Transvasin Heat Rub is to benefit from a campaign in Sunday newspapers.

The eye-catching advertisements will give community pharmacy customers more than 150 million opportunities to see the the brand, according to Seton. Seton Healthcare. Tel: 061-652



Chefaro are adding a musical touch to Christmas this year with customers who purchase Predictor Dip and Read test receiving free HMV record vouchers. The voucher promotion, which runs through the peak Christmas and New Year period, will be on-pack, and will offer customers who purchase single and double Predictor tests £1 and £2 off respectively. Impact showcards and shelf edgers will be available to promote the offer. Chefaro Proprietaries Ltd. Tel: 0223 420956

Helene Curtis extend Selectives

Salon Selectives haircare range has been relaunched in updated packaging and new products introduced, including six mousses and two hairsprays.

The styling mousse (£1.99, 200ml) contains UV filters and is available in three variants, Moisturising, Bodifying and Revitalising in either Control 10 or Control 15, for extra hold.

Hairspray is now available in an unscented variant, available in Hold 10 and Hold 15 (£1.99, 250ml). Chemist Brokers. Tel: 0705 219900.



Peaudouce are shrinking the size of their nappy packs and improving the anti-leakage protection on larger sizes. The number of packs per case is also being reduced on all cases except Newborn from six to four to help reduce capital outlay and stockroom space requirements for pharmacies. Peaudouce (UK) Ltd. Tel: 0952 292222



The Corsodyl spokesman

Corsodyl Mouthwash has the unequivocal recommendation of dentists.*

They know there's no better way for their patients to take care of gingivitis, or for that matter, conditions as diverse as aphthous ulcer, oral candidiasis and denture stomatitis.

They know that **Corsodyl's** active ingredient, 0.2%[†] chlorhexidine, sets it apart.

They know also that for all **Corsodyl's** clinical heritage its range is adapted for patient-friendliness, with a new spray as the latest innovation.

Corsodyl has recently been acquired by SmithKline Beecham Consumer Brands. Speak to your SmithKline Beecham representative or telephone free of charge 0800-833000 for any further information or requirements.

chlorhexidine gluconate

No Gingivitis. No Contest. No wonder dentists recommend it.

PRODUCT INFORMATION Consult Data Sheet before prescribing. USE Inhibition of plaque; treatment and prevention of gingivits; maintenance of aral hygiene. Mouthwash and Mint Mouthwash are also indicated for the promotion of gingival healing following surgery and the management of aphthous ulceration and aral condidiosis. PRESENTATION Spray and Mint Mouthwash: A clear calculariess solution containing 0.2% w/v chlarhexidine glucanate. Mouthwash: A clear pink salution containing 0.2% w/v chlarhexidine glucanate. Dental Gel: A clear calculariess gel containing 1% w/w chlarhexidine glucanate. DosAGE AND ADMINISTRATION Spray: Apply to taath and gingival surfaces using up to twelve actuations of the spray twice daily. Mouthwash and Mint Mouthwash; Rinse mouth with 10ml undiluted for an eminute twice daily. Prior to dental surgery, rinse mouth with 10ml for an eminute. Dental Gel: Brush the teeth with ane inch of gel for 1 minute, ance or twice daily. CONTRAINDICATIONS Previous hypersensitivity reaction to chlarhexidine. Such reactions are, however, extremely rare. PRECAUTIONS For aral use anly, keep out of eyes and ears. SIDE EFFECTS Occasional irritative skin reactions. Generalised allergic reactions to chlarhexidine have also been reparted but are extremely rare. Superficial discalcularation of the tangue, teeth and toath-calculared restarations may accur. This usually disappears after discontinuation of treatment. Staining can largely be prevented by cleaning teeth ar dentures before use but may sometimes require scaling and polishing for camplete remaval. Stained anterior toath-calculared restarations which are not adequately cleaned by professional prophylaxis may require replacement. Transient taste disturbances, burning sensation of the tangue and aral desquamation. Very accasianal paratid swelling PRODUCT LICENCE NUMBER AND BASIC NHS COST (Corsodyl' Spray (0029/0201) 300 ml (OP) £1.25 (Corsodyl' Spray (0029/0203) 60 ml (OP) £1.25 (Corsodyl' Mouthwash (0029/0201) 300 ml (OP) £1.25 (Corsodyl' Gel (0029/0080) 50g (





Mavala polish up nailcare in time for Christmas

Nailcare experts Mavala have introduced a range of manicure instruments in time for the Christmas season.

The range includes cuticle pliers, nail pliers, toe nail pliers, nail clippers, nail scissors, cuticle scissors and tweezers.

Products are available singly or in a variety of manicure kits. Mavala. Tel: 0732 459412.



Shaver cash-back

Kenwood are running a cash-back offer across their range of foil shavers.

Customers can get up to £10 back on purchases of the Kenwood KS300, KS500 or KS900 by completing the form on the back of the promotional leaflet and sending it, with the receipt as proof of purchase, to Kenwood. Kenwood. Tel: 0705 476000.

Mycil's rugby score

Crookes Healthcare's Mycil brand has joined forces with British Lion Dean Richards, England's most capped number eight and Leicester's new captain, to launch a series of rugby union roadshows for schoolchildren.

Aimed at children under 14 years throughout Lincolnshire, Nottinghamshire and Derbyshire, the roadshows hope to give 6,000 youngsters the opportunity to try the sport. Crookes Healthcare Ltd. Tel: 0602 507431.

Window success story

Unichem pharmacist John Goes of Holyhead Road, Coventry, has won a Photo CD and a Phillips Matchline Nicam Stereo in the recent Unichem/Kodak Window Display Competition.

Mr Goes' display was judged to be the most eyecatching and artistic from the hundreds of entries received. Unichem plc. Tel: 081-391 2323.

Cupanol targets the Press

Seton Healthcare have launched an advertising campaign for their Cupanol range of paracetamol suspensions.

Targeted at the mother and baby Press, the campaign features the re-styled Cupanol under 6 and over 6 packs, together with the two new sizes for the under 6 variant. Seton Healthcare Group plc. Tel: 061-652 2222.



Available from Jackel International to coincide with the launch of the Disney cartoon comes a range of Aladdin lamps. Other Disney characters included Winnie the Pooh, Beauty and the Beast, Little Mermaid, 101 Dalmations and Jelly Babies. Jackel International Ltd. Tel: 091-250 1864

300ml 322808 DESIGN CREMINE CREAM 0628 LTD. SKIN Ö Ö ఠ WALKER DAVIS MPROVED MARGINS DESIGN CROWE'S

Macleans promotes around the globe Airways Club Class toothpaste.

British Airways Club Class passengers will now be given a free toilet bag containing essential "travel fresh" items, including a 50ml bottle of Macleans Active Mouthguard and a small tube of Macleans

Some two million kits per year are expected to be given away, together with 50,000 in four and five-star hotels. Smithkline Beecham Consumer Brands UK. Tel: 081-560 5151.

Shout expands stain removal choice

SC Johnson are expanding their range with the addition of two products.

Shout Dry Clean Spray (£2.25) is for use on clothes which are suitable

for dry cleaning only. Shout Concentrated Gel (£1.99), in 200ml packs, has a built-in brush which allows the gel to penetrate deep into the fabric fibres and will be available in lemon citrus fragrance.

The products will feature bright orange and white packaging to maximise on-shelf impact. SC Johnson. Tel: 0276 63456.



GTV Grampian **B** Border BSkyB British Sky Broadcasting C Central CTV Channel Islands LWT London Weekend

C4 Channel 4 **U** Ulster **G** Granada A Anglia **CAR** Carlton **GMTV** Breakfast STV Scotland (central) Y Yorkshire HTV Wales & West M Meridian TT Tyne Tees W Westcountry

Actifed:		C, G
Beechams:	. 12	All areas
Benylin:		All areas
Cussons Graphite:		U, G, Y, C, LWT, TT, C4
Expression:	*	C4
Ibuleve:	1	W, B, Y, A, BskyB
Nicotinell patch:		All areas
Nurofen:		All areas
Slim-Fast cans:		All areas
Synergie Essential Care:		All areas
Togs		GMTV
Vosene:	(GTV, STV, B, G, Y, C, TT
Wrigley's Extra & Orbit:		All areas
Zoflora:		C, C4, G, Y, HTV, TT

COLD SORES? A MAJOR BREAKTHROUGH



Treating the tingle can prevent a cold sore





COLD SORE CREAM

Early use can prevent a cold sore

ZOVIRAX COLD SORE CREAM® Acyclovir. Essential information. Presentation 5% w/w acyclovir in water miscible cream base. Uses Cold Sore treatment Dosage and administration Aright 5 times a day for 5 days. It is important to start treatment as early as possible after the start of an infection, ideally during the tingle phase. If healing has not occurred, treatment may be controlled for up to an additional 5 days. Controlled for upon the controlled for upon the

Seasonal offerings from Jackel

Jackel are offering retailers a range of special deals on gift packs.

On purchase of one pack each of Beauty and the Beast plates, bowls and acrylic tumblers, retailers get a free pack of six Little Mermaid tumblers, worth £17.70.

On their Topsie hair accessory range, retailers get a free drum of accessories when they buy four. On purchase of one pack each from the latest range, retailers get a free pack of fun bobbles, worth £8.07.

On Celeste, a free pack of scrunchies comes with purchases of one pack each from the new Winter range. Jackel Intl. Tel: 091-250 1864.

One in ten want sex choice

More than one in ten women would opt to predetermine the sex of their baby, according to a new survey by First Response.

Some 14 per cent of women and 11 per cent of men said if the technology could be ensured, they would take steps to guarantee their baby's

gender.

Intelligence is the most coveted "gift", followed by sporting prowess for boys and an appreciation of the arts, while for girls, appearance rated second.

More than two-thirds of people also believed that GPs and family family planning clinics should offer routine fertility screening to ascertain parenthood potential. Carter Wallace Ltd. Tel: 0303 850661.

Time Complex in tubes

Elizabeth Arden are introducing a 40ml tube of their Ceramide Time Complex moisture cream (£28.50), available from March next year.

Also new is a refill pack for Ceramide Time Complex capsules, at £35 for 60. Elizabeth Arden. Tel: 071-224 1213.



Tommee Tippee deals for Christmas

Jackel are offering retailers special deals on their range of bibs and aprons.

On purchase of packs of baby's first bib, medium bib and the Play 'n Paint apron, retailers get a free pack of 12 medium popover bibs worth £23.88.

On teethers, pharmacists gets a free pack of Softee teethers with orders of cat and bear teethers and teething keys.

On bottles, teats and soothers, retailers get a free back of twin decorated bottles when they order teats in three sizes, decorated bottles and soothers.

Tommee Tippee books are available on a special buy three get one free deal. Jackel. Tel: 091-250 1864.

Candles galore

Plenty of Scents have introduced perfumed candle pots to their gift range. Plenty of Scents Ltd. tel: 0905 57477.

Vaseline news

Elida Gibbs are offering free copies of their latest Vaseline Intensive Care newsletter to readers. For copies write to: The Vaseline Intensive Care Bureau, PO Box 289, Sawston, Cambridge CB2 4HH.

Philips on TV

Philips are advertising their Philishave range on television, featuring the new HS990 model in the run up to Christmas. Philips DAP. Tel: 081-689 2166.

Clear distinction

To clear up confusion, Pilkington Glass have renamed their Reactolite photochromic range of sunglasses "Pilkington Reactolite". Surveys had revealed a generic understanding of the name Reactolite. Pilkington. Tel: 0745 583301.

Slazenger goal

Some 71 sporting holidays in Lanzarote are up for grabs this weekend when the 300 regional champions compete in the Slazenger Sport Toiletries Challenge 1993. Sara Lee UK Ltd Household & Personal Care. Tel: 0753 523971

Slimming recipe

Chefaro are offering retailers Slim-Fast recipe books to give away to customers when they buy Slim-Fast shakes. Chefaro Proprietaries. Tel: 0223 420956.

Battery guide

Duracell have produced a guide to the battery market, entitled *Target for Profit*. The guide includes a section tailored to the needs of independent pharmacies. It is available free from Sheila Waghorn at Duracell. Tel: 0293 517527.

Free diary with Synergie purchase

Garnier are supporting Synergie with the offer of a free 1994 diary with every purchase from the range.

The offer is exclusive to pharmacies and a special floorstand has been produced for the promotion, holding 40 Synergie products. Laboratoires Garnier. Tel: 071-937 5454.

Skincare treats for Christmas

Health & Diet have introduced two skincare packs for Christmas. Retailing at £5.99 each, the gift packs contain deep cleanser, toner, deep moisturising lotion and nourishing cream with vitamin E in either Peaches and Cream or Aloe Vera variants.

The company has also introduced a range of five 100g flapjacks (£0.45) in chocolate and orange, blackcurrant and sultanas, ginger, traditional and chocolate flavours. The flapjacks are wheat and whey-free. A case of 18 costs £6.08. The Health & Diet Company. Tel: 0204 707420.

A grip on dentures

Poli-Grip Ultra and Wernets Ultra denture fixatives have been introduced in response to requests for products with longer and stronger hold.

With some 30 per cent of adults in the UK wearing dentures but only 12 per cent using a fixative, Stafford-Miller are hoping to increase their 90 per cent market share.

The products will be supported by national television advertising in January with another burst later next year.

Promotional coupons giving money-off products will be produced on other fixative lines within the Stafford-Miller range.

Wernets Ultra (40g) will retail at £2.99 with Poli-Grip Ultra (40ml) at £2.29 Stafford-Miller. Tel: 0707 331001.

Energizer on radio

Ever Ready's Energizer battery has linked up with two music stations in a sponsorship deal lasting until the New Year.

Energizer will sponsor the Top 40 Countdown at weekends on Long Wave Radio Atlantic 252 and the Judge Jules Energizer Power Mix on Kiss FM. Ever Ready. Tel: 081-882 8661.

Premium products extend sanpro sales

Sales of sanitary products have grown by 19 per cent bringing the market value to £209 million, according to Mintel's latest report on the market.

External products account for 55 per cent of total sales, which has grown by 19.8 per cent due to the introduction of super-premium products

Internal products now account for 45 per cent of the market. Sales have increased by 17 per cent which is thought to be due to increased awareness of toxic shock syndrome. This has encouraged users

to change tampons more frequently.

Kimberley-Clark remains market leader although Procter & Gamble's first foray into the sector with Always has proved very successful, gaining 15 per cent of the external products arena by the end of 1992.

Pharmacies are losing sales to groceries, despite Boots being the largest single sales outlet for these products. Grocery multiples boast a market share of 50 per cent, Boots has 20 per cent and other pharmacies 7 per cent.



Jackel International are running a Paddington Bear consumer promotion. A twinpack of designer bottles is half price, down from £3.99 to £1.99, while the mealtime bib is down from £2.29 to £1.49. The Paddington baby rattle is down in price to £0.99, while the gift pack, comprising a vinyl Paddington and a decorated drinking cup. has been reduced in price to £2.99. Jackel International Ltd. Tel: 091.250 1864

The power to hit your customers. Precisely.



PARAMOL® Tablets Abbreviated Product Information.

Presentation: Each white tablet engraved PARAMOL contains 500 mg paracetamol BP and 7.46 mg dihydrocodeine tartrate BP. Indications: For the relief of headache, migraine, feverish conditions, period pains, toothache and other dental pain, backache and other muscular aches and pains. Dosage and Administration: PARAMOL Tablets should, if possible, be taken during or after meals. Adults and children over 12 years: 1 or 2 tablets every four to six hours. Do not exceed 8 tablets in any 24 period. Children under 12 years: recommended. Contra-indications, Warnings, etc. Contra-indications: Respiratory obstructive airways disease. Precautions Dihydrocodeine may induce the release of histamine, therefore caution should be exercised before dispensing PARAMOL Tablets to asthmatic patients, or patients with allergic disorders. Use in pregnancy and lactation: There is no or inadequate evidence of safety in human pregnancy but the drug constituents have been used for many years without apparent ill consequence. Side-Effects: Side-effects are rare in therapeutic doses. Constipation, if it occurs, is readily treated with a mild laxative. Legal Category: P. Package Quantities and Price: £2.19 for pack of 12 tablets. £4.89 for pack of 36 tablets. Product Licence Number: PL 0337/0190. Product Licence **Holder**: Napp Laboratories Limited, Cambridge Science Park, Milton Road, Cambridge CB4 4GW. UK. Tel. 0223 424444. Member of Napp Pharmaceutical Group. Further information is available from Napp Laboratories Limited. Date of Preparation: August

®PARAMOL and the NAPP device are Registered Trade Marks, ©Napp Laboratories Limited 1993.

Date of preparation: October 1993

NAPP

From October, you'll be seeing a lot of the new

advertisement for PARAMOL Tablets.

And so will your customers.

That's because NAPP are spending £¾ million between now and Christmas. And this spend is set to continue right through 1994 in the quality consumer press and on selected high-street poster sites – maybe one outside your pharmacy.

At the same time we're introducing – in addition to the 12-pack – a new 36 pack of PARAMOL Tablets, which gives up to 5 days' treatment.

Your recommendation alone has already made PARAMOL Tablets a success. But now even more people will realise that PARAMOL Tablets give powerful relief from many mild to moderate painful conditions such as headache, migraine, period pains, backache and toothache.

And of course that means even more people asking for PARAMOL Tablets in your pharmacy.

PARAMOL



GOING FROM STRENGTH TO STRENGTH HERE IN THE UK.

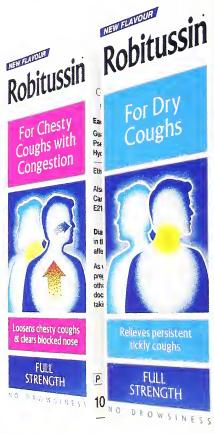


The USA's No.1 cough remedy is now getting the strong support it deserves, here in the UK.

Strikingly re-packaged to catch the eye and highlight its Full Strength benefit, **Robitussin** has a new, improved flavour. So now it's as palatable as it is effective.

We'll be coming on strong with this message in a major new advertising campaign. Starting this winter.

Stock the full range. For strength in depth.





FULL STRENGTH. NON DROWSY.

ROBITUSSIN* FOR CHESTY COUGHS WITH CONGESTION. Presentation: Each bottle contains 100 ml of cough medicine, and is supplied with a measuring cup. Active ingredients: Each 5 ml of liquid contains: Guaiphenesin Ph.Eur 100 mg, Pseudoephedrine hydrochloride BP 30 mg, equivalent of ethanol BP 2.5% v/v. Indications: For relief of chesty coughs coupled with nasal congestion. Recommended Dosage: Using the measuring cup provided, the following doses are given 3 times a day. Adults 10 ml. Children 6-12 years 5 ml. Children 2-6 years 2.5 ml. Under 2 years, not recommended. Warning on the pack: Do not exceed the stated dose. Product Licence Number: PL 0165/0098.

ROBITUSSIN* FOR DRY COUGHS. Presentation: Each bottle contains 100 ml of cough medicine, and is supplied with a measuring cup. Active ingredients: Each 5 ml of liquid contains: Dextromethorphan hydrobromide Ph.Eur 7.5 mg, equivalent of ethanol BP 2.5% v/v. Indications: For the relief of dry, irritant coughs. Recommended Dosage: Using the measuring cup provided, the following doses are given 3 to 4 times a day. Adults 10 ml. Children 6-12 years 5 ml. Under 6 years, not recommended, Warning on the pack: Do not exceed stated dose. Product Licence Number: PL 0165/0100.

ROBITUSSIN* FOR CHESTY COUGHS. Presentation: Each bottle contains 100 ml of cough medicine, and is supplied with a measuring cup. Active ingredients: Each 5 ml of liquid contains: Guaiphenesin Ph.Eur 100 mg, equivalent of ethanol BP 2.5% v/v. Indications: Provides symptomatic relief of chesty coughs. Recommended dosage: Using the measuring cup provided, the following doses are given 4 times a day. Adults 10 ml. Children 6-12 years 5 ml. Children 1-6 years 2.5 ml. Under 1 year, not recommended. Product Licence Number: PL 0165/0097.

Changing roles for pharmacy

Chairman of the National Pharmaceutical Association Eddie Brown welcomed delegates to the seventh North West conference, sponsored by The Wellcome Foundation and held at the Lord Daresbury Hotel, Warrington. The theme of the conference was "Making the most of your pharmacy". Mr Brown told delegates: "It is a difficult time for small independent pharmacies which are facing problems unimaginable 20 years ago — falling margins and incomes, the aggressive, ruthless tactics of larger organisations, physical violence and increased competition for traditional stocks from other outlets.

Despite this, pharmacy has the opportunity to take on a more involved role in healthcare. We must recognise and equip ourselves for this changing role"

Pharmacy's Black Tuesday

February 1, 1994 will be a Black Tuesday for pharmacists, according to Godfrey Horridge, financial executive of the Pharmaceutical Services Negotiating Committee. Mr Horridge was addressing the NPA North West conference on the implications of the 1993-94 remuneration package.

Payment to contractors on January 1 will be made out on October's statement figure less 80 per cent advance, plus the 80 per cent advance for November, based on October's income level. However the February payment will be based on November's statement with the high advance payment deducted, so, in cash terms, there will be a drop of 10.42 per cent.

December's advance will be paid on November's statement and the payment will bounce back the following month. This will affect all contractors.

Although the global sum increased increased by 1.5 per cent to £640.6 million, the DoH has refused to write off last years' overpayment of £1.3m so, in cash terms, the year-on-year increase at a core level in 0.8 per cent

level is 0.8 per cent.
The DoH assumed a volume increase of 4.5 per cent. To August the volume was up 4.6 per cent, although this may come down as additions are made to the Limited List. Gross profit for the average contractor has dropped from 18.9 per cent last year to 17.2 per cent this year because ingredient cost is significantly up at several times the rate of inflation; volume is up 4.5 per cent

Contractors with ingredient costs higher than the national average will be worse off, he says

says.

Referring to the five month/seven month split, Mr Horridge said the drop in the final five months of this year of 5.9 per cent would be even larger than last year. The reason for this is that income for the first seven months is up 3.4 per cent on last year, which is an overpayment of 2.4 per cent. To balance out at zero over five months, the clawback is 3.3 per cent.

On the subject of discount, Mr Horridge said the April 1993 gross discount has not been implemented but it is "etched in stone and will be implemented". Since October 1, manufacturers in some cases have targeted UK products subject to competition from parallel imports. Even the DoH accepts that contractors have



Godfrey Horridge: predictions

less discount since October 1, and the PSNC is pushing for adjustment being applied to the discount scales taking a range of factors into account.

Looking to the future, Mr Horridge's personal predictions are that the professional allowance will be increased to cover requirements for continuous education and audit.

He foresees the professional allowance consisting of two parts — basic and additional. The additional element would be menu-based and have a national protocol with remuneration agreed by the PSNC with services selected

The PSNC has many concerns about the transfer of 20 per cent of the global sum to FHSAs, such as administration costs coming out of the global sum. He estimated that FHSAs already "manage" about 3 per



NPA chairman Eddie Brown addresses the conference

cent of the sum through services, including domicilary oxygen delivery, rotas, patient medication records and residential homes.

Possibilities for transfer include the basic professional allowance (£6,000 \times 9,000 = £54m = 8 per cent of the global sum) and an increase in 1995-96

for the basic and the additional professional allowances which he estimated could total the 20 per cent required.

A suggestion from the audience that the detailed figures be supplied beforehand so delegates could study them and then ask questions was well supported.

Financial business plan essential for survival

"Pharmacists must have a business plan if they wish to survive, and not to do so is suicide," according to David Yorke, senior lecturer in marketing at the School of Management, Manchester.

The business plan involves looking at current sales revenue — in-shop and off-site — for scripts, OTC, leisure goods and counselling, by analysing data from tills and so on. Then set logical sales objectives for the next six months.

A budget must be set aside to achieve these objectives covering, for example, the cost of newspaper advertising, sales promotions and merchandising.

Retail pharmacy is facing many problems, he said. "The number of pharmacies will fall in the 1990s. The revenue from the Government is falling in real terms and will continue to do so. OTC revenue will suffer from competition from multiples, supermarkets and other outlets.

"Retail pharmacy is operating

in an environment with many uncontrollable factors working against it — competition from other retailers, economic factors and demographic factors."

Demographics are a base from which a pharmacist can develop a business way of thinking, Mr Yorke said. Pharmacists should draw a plan of their catchment area, including retailers, residential homes and, most importantly, the type of housing. Knowing the type of customer and forecasting changes in the population will allow pharmacies to predict and meet a demand for services and products.

His suggestions for developing pharmacy businesses include charging for patient counselling, treatment of minor ailments and screening, and concentration on the provision of specific services over a given area.

Continued on p854

North West favours open display of GSL products

Delegates at the NPA North West conference voted in favour of remerchandising GSL medicines on open display so the public can self-select. The vote, with 40 delegates in favour and 28 against, followed an open debate on the issue.

Speaking in favour of the motion was NPA Board member Wally Dove, who argued: "The way forward is to indicate to consumers that the pharmacy is the place to obtain medicines and get information from the pharmacist.

"Remerchandising GSL products will allow customers to pick up a product and read the pack information which can lead to a purchase or a request for further information.

for further information.
"Consumers are not aware of
the added value of buying
medicines from a pharmacy,
and if this is because of
merchandising we must change
the display of GSL products to
highlight the added value."

Mr Dove listed four advantages for open display: increased awareness that GSL products were available; GSL display at the expense of non-pharmacy lines will increase the professionalism of the the pharmacy; identifying pharmacies as the most appropriate source of medicines; and winning back a

share of the GSL medicines.

The PAGB/NPA study carried out earlier this year revealed that display of GSL products on self-selection increased sales by 12.4 per cent on average, but this was not at the expense of P medicines. Open display did not encourage unnecessary sales and improved the professional image of the pharmacy.

image of the pharmacy.

Speaking against the motion,
NPA Board member Alan Facer
rejected the argument that
open display will win back
customers from multiples: "If an
item is on a shopping list and is
available in a supermarket, it
will be added to the shopping

The disadvantages of open display is that it will further blur the distinction between drugstores and pharmacies.

Taking a long-term view, Mr Facer warned that open display could open the door for the movement of more products from P category to GSL: "There is a danger of allowing the situation to drift. If medicines are treated as ordinary items of commerce, where is the incentive to have retail price maintained?"

He laid some of the blame for the current situation at the door of the manufacturers who want their products available in as wide a range of outlets as possible.

Experience of open display of medicines in Canada suggests that, initially, there is a high level of interaction with the pharmacist but this declines to a low level after a period of time. Canadian pharmacists are now considering moving medicines back behind the counter to increase their interaction with patients.

He concluded that "open display is a detrimental step for pharmacy and consumer choice should be based, not on how easy it is to reach packs, but on the added value of pharmacists and their staff".

Jeff Max from Liverpool said the issue was symptomatic of the problems for the future: "Why not let people make decisions for themselves with the pharmacist there to answer their questions? We need open display to allow competition on a more equal level."

And David Wright added:
"It's a case of shutting the door
after the horse has bolted."

There was some confusion when the vote was taken as some delegates distinguished open display from self-selection. Chairman Eddie Brown restored order by defining the issue as whether GSL products should be remerchandised and moved from behind the counter.



Alan Facer: warning

Sick Pharmacists Scheme

"Only 3 per cent of alcoholics end up on 'skid row'; the remainder represent all the professions including pharmacists," Joe Mee told the conference.

Mr Mee is a dentist who has operated the Sick Dentists Scheme since 1985, and was asked by the Pharmaceutical Society to help set up a similar scheme for pharmacists. The Sick Pharmacists Scheme offers help to pharmacists with addictions to alcohol and other drugs. The scheme has been running since January 1993 and around 50 pharmacists are taking part.

taking part.
"It is impossible to go to the addict and tell them they have



Joe Mee: addicts cover up

a problem. They will cover up the signs that led you to suspect them. They may transfer their addiction to another drug, for example from alcohol which has a smell to benzodiazepines, because the addiction is in the person not the drug.

"The personnel running the Scheme are recovered addicts who approach the addict, not with his addiction, but with a history of what their problems were. They will explain to the addicted pharmacist how life became more normal after the addictive behaviour stopped. The Scheme personnel are accompanied by a non-addicted pharmacist from the upper end of the professional Society."

Mr Mee said he wanted to make the profession aware of the problem and their responsibility to colleagues.

'More supportive role for inspectors'

The 18 inspectors of the Pharmaceutical Society are viewed as "over-zealous policemen, looking for trivial mistakes, insensitive to the problems of running a business, unaware of the reality of the marketplace, who assume pharmacists are made of money."

money."
Sue Sharpe, head of the Law
Department at the Royal
Pharmaceutical Society,
admitted there had been major
communication problems
between the Law Department,
the inspectorate and
pharmacists in the past but
improvements have been
introduced.
"There have been

"There has been a very positive reaction to the inspection notification letter and the inspection advice note," she said. "Pharmacy is a profession throttled by punitive legislation with criminal sanctions covering immensely detailed aspects of work."

According to Mrs Sharpe, one advantage of the inspectorate is that it avoids too much interference by other bodies: "It is better than enforcement by the police as inspectors can use the discretion and judgment of a fellow professional."

The appearance of a pharmacy premises strongly influences public perception of the profession; inner city

pharmacies, in particular, create image problems for pharmacy.

Mrs Sharpe also referred to an independent survey commissioned by a family health services authority which found: "The medicine counter was often heavily loaded with sweets and impulse goods, that there was poor distinction of the pharmacy area and that the display window was not of a high standard."

Boots the Chemists were exempted from these criticisms.

The Law Department has been trying to develop a more supportive role for the inspectorate — offering advice on regulations and the Code of Ethics, directing pharmacists to the Benevolent Fund and the Sick Pharmacists Scheme and a Pharmacists Under Stress scheme, which is not yet underway.

The additional sanctions of the Pharmacy Standards
Tribunal are being proposed because the function of the Statutory Committee is to determine fitness to remain on the Register — many breaches of the Code of Ethics do not fall into this category. The Tribunal would be there "to deal with the slob who is letting down the profession by the way he promotes himself or the profession".

The cases referred to the Tribunal will be heard speedily with minimal formality, and the Tribunal may order remedial work or a fine (£1,000 maximum). The Tribunal would be composed of three pharmacists with good recent practice and a professionally qualified lawyer. All decisions would have to be unanimous. An appeal will be possible but the pharmacist must pay a deposit which would be retained if the appeal was unsuccessful.

The Law Department and the inspectorate are working to bring community pharmacy up to standards of professionalism that will impress the public and the FHSAs."However, if inspectors are perceived as a negative force, it is very difficult for them to work co-operatively with pharmacists."

Responding to a question from the floor regarding the use of fax machines to transmit prescriptions from a non-NHS contract pharmacy to one with a contract, and the subsequent delivery of the prescribed products back to the non-NHS contract pharmacy, Mrs Sharpe said the Society was unable to do anything legally as the situation was never envisaged when the Terms of Service were drawn up. It would require a change to the Terms of Contract as has happened in Scotland.



Meltus stands up to really strong coug

Meltus not only melts away the misery of coughs fast, but now it can also help increase your OTC sales, thanks to our strongest ever promotional support.

For the first time ever, Meltus is on TV and in full page colour advertisements in women's press.

The Meltus family of fast-acting cough

medicines provides warming, soothing relief for every type of cough.

Only available through pharmacies, Meltus gives your customers the effective choice they need and the profits you want.

Talk to your Seton representative about support material for this exciting campaign.





melts away the misery of coughs fast



The media is interested in pharmacy issues

"Pharmacy is boring" ... "The media is not interested".

These two quotes were made by Pharmaceutical Services Negotiating Committee chairman David Sharpe in the past 12 months. The first statement was reported in an interview in *C&D* about a year ago; the second was made only last week in a conversation just before community pharmacy became prominent in the news.

On October 24, there was an article in *The Observer* on the present crisis in community pharmacy. Since then, local radio stations throughout the country have reported the story; BBC TV featured it comprehensively in news programmes on Monday November 1, and there was also an interview on Radio 4 with David Sharpe and Hemant Patel.

Evidently pharmacy has become interesting to the media. All the aforesaid activity was arranged not by the PSNC (under the auspices of its PR budget) but by a group of highly motivated and well organised LPC members together with the Pharmacy Support Group, and without a PR budget.

At the special LPC conference in Birmingham, when the PSNC was criticised for its lack of PR activity, Godfrey Horridge stated that the PSNC spent £200,000 a year on public relations. But never before have we seen any coverage in a national newspaper nor features on television or radio except, of course, when there have been reports on the inevitable annual increase in NHS prescription charges.

So what is this annual sum of £200,000 of contractors' money being spent on? We feel it is high time we were given a breakdown of expenditure and a justification of the results or lack thereof. After all, this is *our* hard-earned money which is being spent.

If we can achieve significant coverage in the media at this level with little or no expenditure, then imagine what could be achieved if the £200,000 reserved for PR was spent more effectively.

In the final instance, it is public opinion that moves governments, not a professional body. It is votes that count, and we need to use our popularity with the great British public to further our cause instead of giving MPs free lunches and splendid dinners with nil return.

Brian Simpkins Chairman Hertfordshire LPC

Michael R Richard Vice-chairman Hertfordshire LPC

Will 1995 be another 'annus horribilis'?

It was heartening to see the media coverage on "Imposition Day" but, really, all it did was remind us of a battle already lost. All of us, especially small contractors, must now turn our attention to the time bomb ticking away and primed to explode in 1995.

The diversion of a large chunk of the global sum to local authorities is not just an alternative way of payment. It is extremely unlikely that this money will be ring-fenced for pharmacy. Some of it will vanish in extra administrative costs, the rest will be up for grabs by dispensing doctors and any other person or body that can put up a case for providing services cheaper or better.

Instead of LPCs forking out for a handful of negotiators at PSNC headquarters, every county will need its own. The cost will be immense and will inevitably require an increase in voluntary levies.

Much depends on the large multiples. If they allow their professional negotiators to back up LPCs, our position will be strong. If, though, they choose to bypass LPCs and pursue their own narrow interests, 1995 will prove to be yet another "annus horribilis" for pharmacy.

David Willcocks Newport, Gwent

Does PSNC really represent us?

David Sharpe made the point in *C&D* October 9, p647) that, as chairman of the Prescribing Services Negotiating Committee, he represents the views of the majority of the members of the Committee. In fact, minutes of the various meetings will certainly testify as to the voracity of this statement.

With this point accepted, one must clearly wonder about the representative nature of the Committee itself. It seems strange to me that a vote of Local Pharmaceutical Committee members can give such a clear rejection of the Department of Health's offer, sweeteners and all, by a majority of three or four to one - while the Committee at Aylesbury, with the same information at least (if not better), can produce the exact opposite result with a clear three or four vote majority.

The credibility of those PSNC representatives who voted for the offer must be in doubt, especially if they did not represent a known vested interest such as Boots or the Company Chemists Association,

for example. To be so out of touch with their grass roots contractors must highlight their inability to perform their representative task.

Surely, such members should do the honourable thing and fall on their swords and resign, allowing a more representative and subsequently united Committee to be elected by special contractor vote.

There again, we don't live in very honourable times do we?

Atul Patel London EC1

An open letter to Glaxo

With regard to your pricing and discount structure: it is essential that you fully understand the implications of your scheme in the context of the NHS contract imposed on us last week.

For my small company, based on September 1993 Glaxo supplies, I get a net discount of 7.93 per cent. The NHS clawback is averaging 9.17 per cent

For six Imigran tablets, I pay £44.19 net. I am reimbursed £43.59, giving a net loss of £0.60.

My professional fee is £1.34 on average. I therefore, in effect, donate 44.7 per cent of an already inadequate professional fee to Glaxo. This cannot be right. I also have to fund the stockholding at £44.19 a pack.

I really think Glaxo do not understand the magnitude of the problem, neither does the Department of Health or the family health services authorities.

Gross margin to us: 1,67 per cent less stockholding costs of 1 per cent leaving a net profit of 0.67 per cent to fund all other overheads including labour.

J.W. Siddy Newport, Isle of Wight

Xrayser will never make it as a tabloid hack

Was it a full moon or was it just the appearance of your original report on the inauspicious page number 666 which caused the strange grumblings in Xrayser's column (C&D October 23)?

The piece started by suggesting my elevation to tabloid journalist and ended by humorously calling for my resignation. The middle portion accused me of acting as judge and jury (a well-worn phrase of which any tabloid would rightly be proud) over the profession of pharmacy, and maintaining, despite the evidence of the magazine, that pharmacists are

unable to give objective advice on babymilk.

Hmmm. Well, as we journalists say, up to a point. In the worst vein of tabloid trickery, Xrayser's column neglects to mention our compliment to the pharmacists who were visited, who all gave (in our phrase) sound advice.

Xrayser also omits to say that, far from "maintaining" anything, we simply posed a question: in effect, could independent advice from pharmacists be compromised by the profit motive? Of course it could. Witness Xrayser's otherwise puzzling remark: "How, pray, are we to make a living?" Well, that is the professional pharmacist's dilemma. Most often, happily, advice seems to come first, as our report made clear. But to raise the question is to make the public the judge and jury — not me.

We all need to have our objectivity questioned from time to time to keep us on our toes — and that includes editors as well as pharmacists.

Clearly Which? Way to Health's positive mentions of the pharmacist's professional role (on average around once per issue) will never provide you with as much fun or good copy as our infrequent criticisms. In this, it seems the profession's Press does not reflect the profession, who are very well able to deal with objective criticism.

But if we are to fight, shall we at the very least agree to base the skirmishes on accurate rather than selective reporting? Otherwise Xrayser will never get a job on the tabloids!

David Dickinson Editor, Which? Way to Health

2.5 per cent price helps out on sulpiride

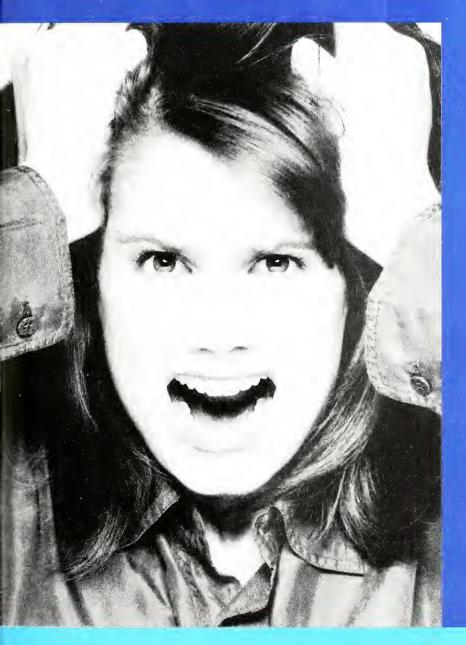
I am writing to provide some reassurance to my fellow pharmacists whose views regarding sulpiride and Dolmatil reimbursement appeared in *C&D* on October 16 (p666).

As a result of the Government-imposed price reduction which occurred in October, the price of Dolmatil tablets has been reduced. This means that for patients who present at the pharmacy with an open prescription for 100 sulpiride tablets and insist on receiving Dolmatil, you may supply Dolmatil and no longer lose £0.47, but gain £0.05 profit.

This rosier picture is based on October Drug Tariff prices.

Tausif Butt Lorex Pharmaceuticals

£350,000 in women's magazines will turn one of today's greatest problems into a fantastic opportunity for you



Independent research has shown that Kalms is the first choice traditional herbal remedy to help sufferers from stress cope. And with a major colour advertising campaign you'll be able to cope by stocking and displaying Kalms.

Keep Calm Keep Kalms

THE BRAND LEADER



Kalms

Kalms Tablets

Relieves periods of worry irritability, stresses & strains. Promotes natural sleep.

100 Tablets

Achard Coret Natural No. 10 (1914)

Arrival of the grand TURER

Wide ranging reforms in the Trade Union Reform and **Employment Rights** Act 1993 are not limited to union members but will affect all employers and employees, says Valda Elson, personnel and administration manager of the National **Pharmaceutical** Association

Do not be deceived by the title of the Trade Union Réform and Employment Rights Act 1993 (TURER), as much of this legislation will affect all employers and employees. It is a huge piece of legislation which has been through a lengthy consultation process in both Houses of Parliament before it received Royal Assent on July 1, 1993.

A large section of the Act comes as a result of EC directives and covers most aspects of employment and trade union rights. The provisions will be introduced in three stages, the first two

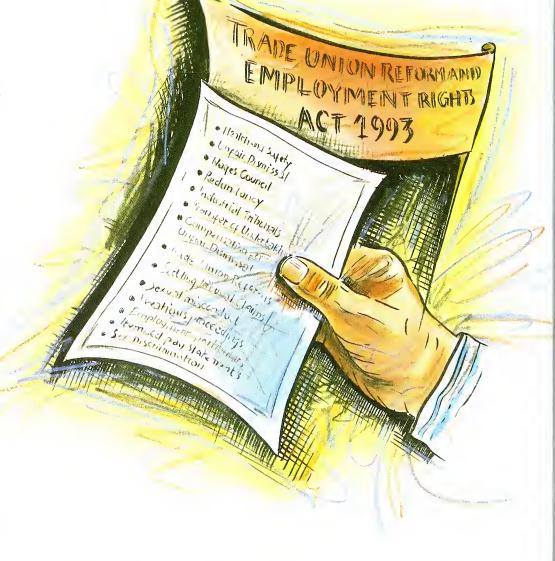
covered here

The major changes on maternity rights which have received so much publicity are not expected to be implemented until some time in 1994, as there is still work to be done by the Department of Social Services on exactly what employers will be paying. This will be the subject of a separate article next year.

Trade union reforms

Some of the more esoteric provisions concern trade union reform, ACAS and industrial tribunals. The trade union details are lengthy and complex and only the main points are listed hére. Readers requiring more information would be well advised to purchase Chapter 19 of the Act. NPA members can telephone Mallinson House for details. These provisions are effective from August 30, 1993: the regulation of ballots and elections

 government funding of ballots and the use of employers' premises (not effective until April 1, 1996) trade union funds and financial affairs



- rights to union membership
- check-off (deduction at source of union subscription) unjustifiable discipline
- action short of dismissal
- redundancy selection for trade union reasons
- industrial action ballots
- notice of industrial action
- action affecting supply of goods/services to an individual.

We come now to the parts of the Act which will have a more direct effect on most employers. These are also effective from 1993.

Health and safety

One of the most notable provisions concerns the protection of employees who highlight a possible health and safety hazard or who refuse to work in an area that they consider harmful and take steps to protect themselves. If an employee feels that he or she has suffered a detriment on

these grounds, it will be possible to present a complaint to an industrial tribunal and compensation may be awarded.

Similarly, if an employee considers he or she has been dismissed on the same health and safety grounds, it is now possible to go to an industrial tribunal and claim unfair dismissal. The normal two years' minimum service requirement does not apply.

Unfair dismissal

In the largest adjustment to unfair dismissal rights since they were introduced, TURER has inserted a right not to be dismissed for asserting a statutory right such as the right to minimum notice.

Once again in this case the two-year qualifying service period does not apply; employees may appeal to a tribunal from day one of their

Compensation for unfair dismissal

In the past, an employer who refuses to comply with the findings of a tribunal which has ordered reinstatement or re-employment may have saved money by delaying compliance. TURER has removed that anomaly and now provides that the limit on the compensatory award may be lifted to enable the award to reflect the amount specified by arrears of pay and benefits in the original order.

Transfer of undertakings

This legislation is invoked when there is the sale of a shop or, in some cases, part of the shop or the goodwill

Continued on p861

ACID REFLUX?

One name won't keep your customers guessing





Over 3 million people suffer from heartburn, at least once a week on average[†].



New **Bisodol Heartburn*** now lets you offer them a remedy truly *dedicated* to treating the problem.



Its special long-lasting, double-action formula offers an alginate barrier to protect the aesophagus *PLUS* 2 powerful antacids that rapidly neutralise excess acid.



With a great-tasting cherry flavour and eye-catching packaging, it's ideal to recommend and display.



A massive £2 million national TV launch starts soon, backed by in-store leaflet display and promotional support - so order **New Bisodol Heartburn** now, before your customers ask for it by name.

NEW BISODOL HEARTBURN

It's The Name To Beat The Burn

Vhitehall Laboratories Limited, Taplow, Mardenhead, Berkshire SL6 0PF



† Independent Research Data On File

PRODUCT INFORMATION: Presentation: Bisodol Heartburn Tablets: Active Ingredients: Magaldrate USP 400mg/tablet, Algimic Acid Ph. Eur. 200mg/tablet, Sodium Bicarbonate Ph. Eur. 100mg/tablet Indications: Bisodol Heartburn including heartburn of pregnancy, reflux obsophagits, hiatus herma, regurgitation and all cases of epigastric distress associated with gastric reflux. Legal Category: GSL Can be used during the last 6 months of pregnancy. If you are taking other medication or symptoms persist, consult your Doctor.

IEM EXCLUSIVE ... UNICHEM EXCLUSIVE ... UNICHEM EXCLUSIVE ...



Only UniChem could come to their rescue.

IN AID OF BBC CHILDREN IN NEED

BBC 3D WEEK As part of this year's BBC Children In Need appeal, a number of highly popular programmes will be broadcast in stunning 3-D.

UniChem have been chosen as the exclusive distributor in the pharmacy trade for the special 3-D glasses needed to watch the programmes.

Delivering to the largest number of pharmacies in the UK, with a twice daily delivery service that's second to none and an unrivalled reputation for efficiency, it's no surprise that the BBC called on UniChem.

If you are a UniChem customer, make sure you have got your order in. And if not, you will just have to sit and watch.

UniChem



HELPING YOU BUILD YOUR BUSINESS THROUGHOUT THE YEAR.

Continued from p858

There are two significant changes in this area. The first, and arguably most important in some respects, has amended the definition of an undertaking and removed the words "but does not include any undertaking or part of an undertaking which is not in the nature of a commercial venture"

This means that undertakings will not be excluded simply because they are being transferred from the public or

voluntary sector.

Probably more crucial as far as most employers are concerned is the new provision which states that an employee's contract will not be automatically transferred in the course of the sale of a business if he or she objects to being transferred and informs the vendor accordingly.

In this case, the employment of the objector will be terminated at the time of the transfer but will not be considered as dismissal. This effectively excludes the possibility of an employee being able to bring a claim for unfair dismissal or redundancy against the vendor.

There is very little detail about how or when an objection must be lodged, and there are still a number of tribunal cases pending which may help to clarify the situation. I suspect they are all waiting for each other to pronounce!

There are also some additional requirements to consult trade unions over impending redundancies which may come about as the result of a transfer.

Wages councils

These are to be abolished. Note that the National Joint Industrial Council (NJIC) is not a wages council and will continue to administer the wages and conditions of retail pharmacy staff in England and Wales.

Redundancy

There are some radical changes to the statutory consultation procedures for redundancy. Even where trade unions áre not concerned, consultation must take place. Before embarking on a redundancy, an employer must consider ways

- avoiding the dismissal reducing the number of
- employees to be dismissed
- mitigating the consequences of the dismissal.

Personnel managers must be aware of all the new requirements before contemplating redundancy. NPA members can contact Mallinson House for advice.

Industrial tribunals

One of the biggest problems with tribunals is the time taken for a case to be heard. TURER has a number of amendments to help alleviate this bottleneck. One provides that certain claims may be heard by the tribunal chairman alone. Those claims are:

- proceedings for interim relief for health and safety or
- trade union dismissals claims made on the insolvency of the employer
- claims brought under the

Wages Act 1986

• breach of contract claims
• proceedings in which both parties have given written consent for the case to be heard by the chairman alone.

There will be occasions when even those proceedings listed above may be heard by a full tribunal if the chairman considers it would be appropriate.

There are similar amendments to the constitution of the Employment Appeal Tribunal (EAT) where it will be possible, in some instances, for the judge to sit

Settling tribunal

Until now, parties to a tribunal claim have not been able to reach a binding settlement unless an ACAS officer has been involved in the process. TURER now allows that an agreement may be binding providing:

• it is in writing

 it relates to the particular complaint in question

- the employee has received independent legal advice from a qualified and fully insured
- it identifies the adviser
- states that the conditions regulating compromise agreements have been satisfied.

Itemised pay statements

TURER now means that all employers must provide itemised pay statements to all employees whose contract normally involves eight hours a week or more.

Employment particulars

The most dramatic impact of this legislation will be on employment contracts which come into force at the end of November.

Most employers will need to look carefully at all their employee documentation. Staff who work for eight hours or more each week must now be given written particulars by the end of the second month of employment.

The following particulars must be included in one document:

- names of employer
- and employee
- date employment began
- date continuous employment began
- rate of remuneration or method of calculation*

• intervals at which remuneration is paid

 terms and conditions in relation to hours of

holiday entitlement*

 job title or brief job description

 place of work. The following information may be provided in instalments but must still be given by the

end of the second month: terms relating to sickness,

injury and sick pay*

- peńsion and peńsion schemes • period of notice on either
- period of employment if temporary or fixed term

confract any collective agreements

 details of currency and special benefits for anyone sent to work outside the UK

 disciplinary and grievance procedures. Although not necessary for less than 20 employees, it is still highly desirable. An employer who wishes to dismiss will find the procedure much simpler if the employees have been subjected to recommended disciplinary procedures.

Details are available from Mallinson House for NPA members.

Vexatious proceedings

Another attempt to restrict the number of claims going to tribunal addresses the problem of vexatious applicants. Every tribunal in the country has it fair share of these, and TURER

has allowed that a tribunal or EAT may apply to the Attorney General or the Lord Advocate to prevent an individual from making vexatious applications.

Sexual misconduct

TURER now provides for the identity of either party to be withheld and unpublished during a tribunal or EAT claim in cases of sexual misconduct.

Sex discrimination

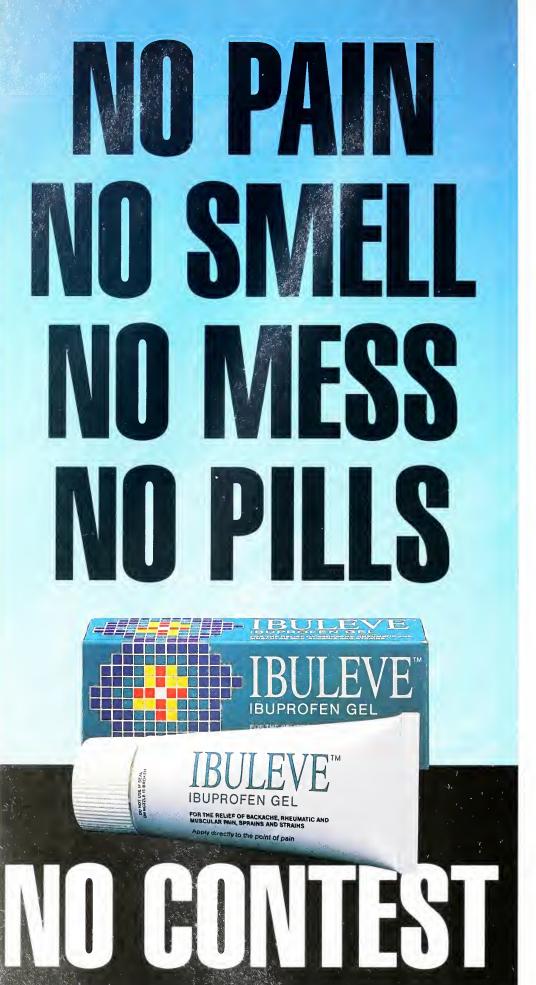
Section 32 of TURER gives employees the right to have any discriminatory terms or rules declared void by a tribunal. Although there are some other more technical provisions concerning the constitution and jurisdiction of industrial tribunals and new arrangements for careers services in Scotland, they are of no more than passing interest to a retail pharmacist!

* NJIC agreement

NPA members should consult Mallinson House for more information. Personnel managers who are party to a collective agreement with a trade union will of course need to familiarise themselves with the details of the changes to trade union affairs and industrial action.

When the DSS announces details of the maternity provisions, *C&D* will publish an article which should help interpret the new requirements.





Since its launch in 1991, Ibuleve has become one of the most successful OTC brands ever.

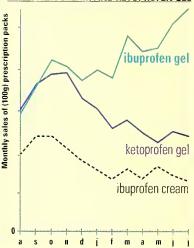
The main reason for this success is that Ibuleve is a truly excellent product.

Ibuleve (ibuprofen gel) delivers effective relief from pain in an unique formulation that sufferers find highly acceptable and convenient to use.

And it's not only the sufferers who approve - doctors do too...

The graph below shows comparative sales of prescription (100g) packs of ibuprofen gel, ibuprofen cream, and ketoprofen gel over the last year.





The trends speak for themselves and they are not surprising. The clinical effectiveness of ibuprofen has been endorsed in numerous international studies of different formulations/strengths, some in comparison with other locally available NSAID's e.g.

"(Topical) ibuprofen proved significantly more effective and faster than ketoprofen in resolving spontaneous pain"*

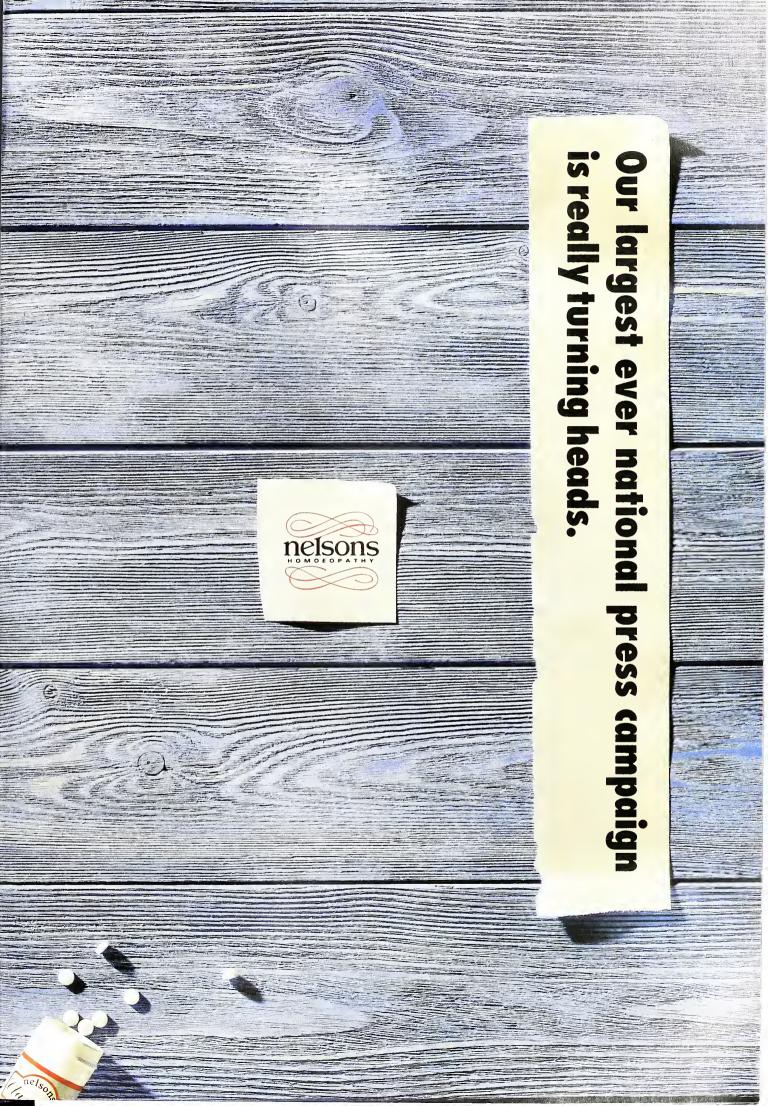
But despite this success, there are still thousands of sufferers who don't know about Ibuleve.

That's why we are spending over £1 million on TV and Magazine Advertising directing sufferers to ask you, the pharmacist, about Ibuleve.

We think we know what you will be telling them...

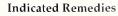
PAIN RELIEF WITHOUT PILLS

IBULEVE Trademark and Product Licence held by Diomed Developments Ltd., Hitchin, UK. Distributed by DDD Ltd., 94 Rickmansworth Road, Watford, Herts, WD1 7JJ. Active Ingredient: Ibuprofen BP 5.0% w/w. Directions: Lightly apply a thin layer of the gel over the affected area. Massage gently until absorbed. Wash hands after use. Repeat as required up to three times daily. Indications: For the relief of backache, rheumatic and muscular pain, sprains and strains. Precautions: If symptoms persist for more than a few weeks, consult doctor. Not recommended for children under 14 years. patients with a history of kidney problems, asthma or aspirin sensitivity should seek medical advice before using IBULEVE. Keep away from broken skin, lips and eyes. not to be used during pregnancy or lactation. Keep all medicines out of the reach of children. Do not use if sensitive to any of the ingredients. FOR EXTERNAL USE ONLY. Legal category [P] Packs: Tubes of 30g (PL0173/0060), price £3.79.











Pollenna

Hay fever tablets. In blister packs of 72. Active ingredients: 6th homoeopathic potency of Allium cepa, Euphrasia officinalis, Sabadilla officinarum.



Noctura

Insomnia tablets. In blister packs of 72. Active ingredients: 6th homoeopathic potency of Kali. brom, Coffea, Passiflora, Avena sativa, Alfalfa and Valeriana.



Candida

Tablets for candida infections. In blister packs of 72. Active ingredient: 6th homoeopathic potency of Candida albicans.



Coldenza

Cold and flu tablets. In blister packs of 72. Active ingredient: 6th homoeopathic potency of Gelsenium sempervirens.



Rheumatica

Tablets for aching joints and muscles. In blister packs of 72.
Active ingredient: 6th homoeopathic potency of Rhus toxicodendron.



Teething Granules

To soothe teething pains. In packs of 24 sachets. Active ingredient: 6th homoeopathic potency of Chamomilla.

Creams

nelsons Catenda Cream

Calendula

Multi-purpose skin salve. Prepared from Marigolds.



Arnica

Heals and soothes bruising. Prepared from Arnica montana.



Tea Tree

Powerful, natural autiseptic skin salve. Prepared from the essential oil of the Tea Tree.



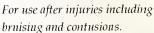
Evening Primrose

Soothes dry skin and minor skin abrasions. Prepared from Evening Primrose Oil.



Classical Range

Arnica



(For information on other Classical Range products call the order line.)



Ointments

Ointment for Burns relieves scalds and blistering. Ointment for Strains relieves aching muscles. Healing Ointment for sore, sensitive skin.



Toothpastes

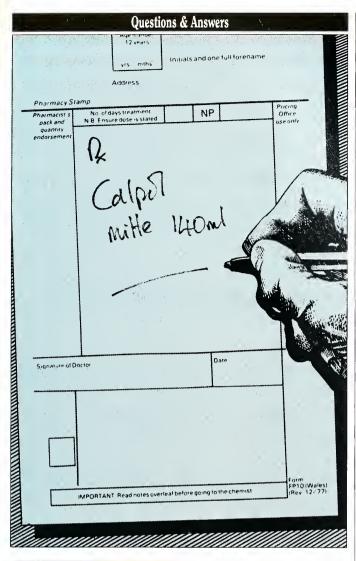
Wild Mint & Calendula for all the family.
Cinnamon & Rosemary for healthy gums.
Fennel & Chamomile for fresh breath.

To find out more about the Nelsons homoeopathy range Freephone 0800 289515 between 9am & 4pm. A. Nelson & Co. Ltd., 5 Endeavour Way, Wimbledon, London SW19 9UH

The 7.40am break, during Sunday Best, on ITV, Sunday 14th November.









1. Can two OTC packs of Calpol 70ml be dispensed?

2. The prescription reads Calpol. Can Paediatric Suspension be endorsed and will it be paid for?

3. The patient's mother has requested sugar-free Calpol although the doctor has not specified. Will the Pricing Authority accept an endorsement of sugar-free?

Confused over
Calpol and what you
can dispense and
what you can
endorse? The
Pharmaceutical
Services Negotiating
Committee says you
are not the only one,
and provides a few
pointers...



1. No. The 70ml (and 140ml) OTC packs are Calpol Infant Suspension and have been added to the Drug Tariff Part XVIIIA (the Selected List) from November 1.

 Yes. The prescription should be endorsed Paediatric
 Suspension ex 1 litre and will be accepted by the PPA.

accepted by the PPA.

3. Yes. The PPA will accept the endorsement of sugar-free.

The facts about garlic heart research.

FACT: Only Kwai garlic is supported by a £12 million on-going international garlic and heart research programme.

FACT: Kwai's unique healthy heart maintenance evidence has been published in 92 studies to date.

FACT: Fourteen studies were double blind placebo controlled.

FACT: Kwai is odour-controlled with standardised alliin content to give a guaranteed allicin yield.

FACT: Allicin is confirmed as garlic's principal active agent.

FACT: The authority on garlic and heart research is



Highly Concentrated Garlic Tablets

Just over a year ago, Reckitt & Colman changed the 12-year-old structure of their UK operation to reflect the anticipated growth in the over-the-counter medicines market which is likely to result from Government restrictions on prescribing and its encouragement of POM to P switches.

From September 1992, 'pharmaceuticals'' became a division in its own right rather than one half of "personal care" with toiletries the other and Dr Alan Raymond was made marketing director, pharmaceuticals. The household division continues to stand alone in marketing terms.

Dr Raymond says there has been a fundamental sea change at R&C in company strategy. Renowned as a company that "knows a good buy" when it sees one on offer — brand, or stand-alone company -– Reckitt have grown largely by acquisitions such as Airwick and Boyle-Midway rather than by

researching their own pharmaceutical novelties. The notable exception is Lemsip which R&C researched, developed and marketed in the late 1960s to create a new OTC medicine category of "hot cold remedies". More typical has been the development of Gaviscon after its purchase from Ferring in 1970 to become the leading heartburn treatment of today, with a £24 million market share (at manufacturer's selling price). Since then the R&C research and development operation has waned, with no new entities produced and effort now concentrated on introducing brand variants.

But all that is set to change, says Dr Raymond, as the company has recognised that acquisitions alone are not the prime source of further growth — there will be "much more innovation".

Dr Raymond says the r&d effort is being stepped up to complement the expected upturn in OTC medicines. A new r&d director Kevin McFarthing was appointed in September 1992 to signal the restructuring and relocation of development.

Dr Raymond is bullish about the impending launch of OTC

cimetidine and famotidine.
"I don't see OTC cimetedine having any significant impact on Gaviscon business in 1994 because, with Gaviscon as number one, there will be a shakeout of the whole category," he says. "The number three brand and players below that will lose out substantially

"The smaller P products, such as Asilone, will decline and there will be further movement of GSL brands such as Rennies and Remigel from pharmacy to

grocery."

Dr Raymond does not believe that Gaviscon, with its new liquid and tablet flavours, will have to up the just-announced £1m support campaign for the line extensions to meet the H₂ onslaught: "It depends how you spend the money!'

He says that Gaviscon is a

Depending on your age, the name Reckitt & Colman conjures images of packets of Blue, Mustard, Veet, Supersoft, Dettol or Disprin. Reckitt is a household name and perhaps more famous for its household and toiletry products than its medicines. John Skelton spoke to pharmaceuticals marketing director Dr Alan Raymond to hear how the company plans to shift the emphasis

Different markets and brands are driven by differing marketing needs, says Dr Raymond, with OTC purchasing decisions influenced by:

 doctor prescribing and recommending of brands

pharmacist recommendation

word of mouth
"top of mind" awareness.
These factors have a different influence dependent on the medicine category and the stage reached in á brand's lifecycle.

"With Gaviscon and Fybogel,

GP and pharmacist



Dr Alan Raymond: "The pharmacist has to evolve from being mainly a dispenser to being mainly an adviser."

Reckitt research for growth

strong product with a strong following among doctors and pharmacists.

Dr Raymond says the cash value of the category will increase with the influx of the H₂ antagonists OTC, an influence that will be felt across all medicines on counter sale as new indications and ingredients are developed for some other existing OTC medicines as well as for the POM switches.

Reckitt will concentrate on their five key OTC sectors fibre, indigestion, cold and flu, antiseptics and analgesics — by looking for technologies, such as novel forms of drug delivery, that can be brought to consumer healthcare.

But Dr Raymond points out that scope for OTC medicine innovation is restricted.

You have to work with safe, well-established molecules to

produce more appealing, more convenient drug delivery," he says. "The trick is to add value through formulation, packaging and branding."

The opportunity arises because of fundamental changes to three prime consumer healthcare channels: the NHS route, the pharmacist and the grocer. R&C's restructuring of its organisation and people has been made to manage the breadth of activity needed to integrate the ethical, pharmaceutical and FMCG marketing skills needed for a new, dedicated, OTC business.

Dr Raymond has a mission statement for R&C's OTC healthcare brands: "To be the best performing, most appealing and most convenient delivery medicine in the marketplace, whether for haemhorrhoids or headaches."

raced 8 9 | 9

Born 1953 Married Two children, 14 and

Hobbies Gardening, walking the Yorkshire Wolds, escorting the kids to gymkhanas Education Zoology degree from the University of Newcastle. PhD in biomedical research from the University of St Andrews

 Post-doctoral research fellow, cystic fibrosis, London Career 1979 switched from academia to sales with Eli Lilly in Australia

• 1981 joined Merck Sharp & Dohme as cardiovascular

product manager • 1983 joined Reckitt & Colman, Australia, as senior product manager, culminating in period as marketing manager, Australia, before returning to international marketing based in the UK

• 1989 joined IMS, Australia, as marketing director

• 1989 November — back to Reckitt & Colman as marketing manager, pharmaceuticals

• 1992 appointed marketing director, pharmaceuticals

Medical reps (40) — detail GPs and pharmacists with product

Pharmacy reps (23) — take transfer orders eight-weekly from top 3,000 independents for pharmaceuticals and toiletries. Also responsible for display and pharmacy assistant education Grocery reps (19) — take orders from cash and carry and wholesalers for household and toiletry products and GSL medicines. They are also responsible for instore display

recommendation are critical, so the emphasis is on professional endorsement," he says. "With Disprin and Lemsip, purchase is by self-selection with general brand awareness key, so the purchase driver is above-the-line consumer advertising."

While there are other factors involved, "sheer weight" of advertising is paramount, he believes. "It is not black and believes. "It is not black and white. You cannot just say 'put a brand on the box' or 'stick to detailing'. The challenge is in getting the balance right; in getting the best out of your available resources.

"The debate is over which lever you pull — the doctor, pharmacist or consumer."

pharmacist or consumer.

He recognises the exciting challenge faced by pharmacy change which he says is "an

opportunity, not a threat".
"POM to P switches, along with changes of ingredients and indications, will provide pharmacists with a bigger armamentarium of products and services that they can

recommend to the user.
"They will have a critical role becausé consumer purchase decisions will become more complex, with a need for the pharmacist to intervene or define their problem and resolve it. The pharmacist has to evolve from being predominantly a dispenser to being predominantly an adviser."

Dr Raymond sees a role for Reckitt & Colman in expediting this transition through providing training and

educational programmes to build pharmacists' knowledge. He cites the R&C road show initiative launched in 1988 for pharmacists and assistants which he admits was based on Chemist & Druggist's seminar programme in June 1987 which began with an R&C-sponsored evening on "Indigestion"! "There is need to provide

pharmacists with more information on disease states; on therapeutic options; to give backing through merchandising and display programmes, and via consumer support," he says.

Display of medicines is seen as critical and is one of the pharmacist's biggest challenges because it will give long-term

impetus to sales in individual outlets rather than overnight success, with a 10-20 per cent

uplift in sales possible.
"The harsh reality is that if
OTC medicines are not on display, pharmacy will be at a competitive disadvantage.

Pharmacists must dispense advice, challenges Dr Raymond, and exploit new opportunities formed by NHS reforms, as institutional and NHS health

care becomes less relevant.

Dr Raymond believes R&C's strength is its experience in a wide number of markets, an experience that can be concentrated and refined for OTC medicines: "There are marketing synergies which can be translated from FMCG categories to pharmaceuticals

people."

"Down-streaming" molecules
from POM to P to GSL is very
much to the fore in R&C marketing strategy. While Dr Raymond is a little coy about exactly which medicines the company is about to launch from its site in Damson Lane, Hull, he admits to new product development for Gaviscon next

Spring and one for Lemsip in time for Winter 1994. Under the new R&C chief executive of one year standing, Vernon Sankey, Dr Raymond sees faster developments coming from more innovation and organic growth.

"I have been encouraged to see renewed commitment to pharmaceuticals and a recognition that consumer healthcare can be exploited internationally. If we combine FMCG culture and marketing skills with our classic pharmaceutical experience there are very strong possibilities to develop our

But R&C has always played to stick to that strategy: "You can only fight so many battles. It is very dangerous to dilute your reserves by over-extending into too many categories."

Perhaps some marketing peers on other OTC companies will breathe a little easier when they read that Reckitt & Colman are likely to stick to polishing up their household names.

Manufacturer's selling prices at end September 1993

		. The first series and the	 	
Total pharmaceutica	I S		£80m	
Gaviscon			£24m	
Fybogel			£10m	
Lemsip			£14.5m	
Dettol			£11m	
Disprin			£3.5m	

The facts about the garlic market.*

FACT: Garlic market is the 3rd fastest growing healthcare category.*

FACT: Market is up 24% on last year.*

FACT: Kwai is No.1 for cash rate of sale.*

FACT: Kwai is fastest growing garlic brand for sterling sales.*

FACT: The clear market leader is

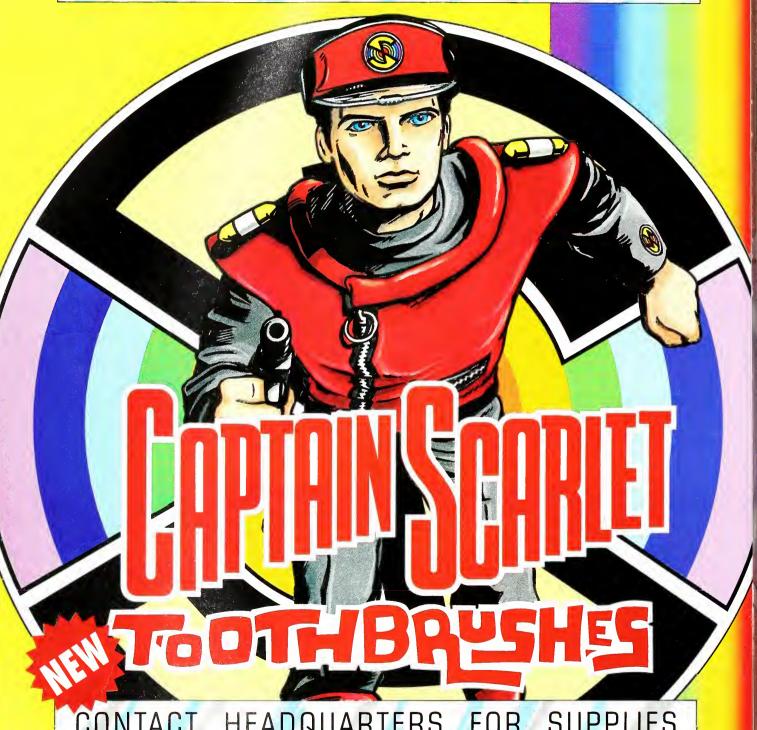


Highly Concentrated Garlic Tablets

* A C Nielsen Pharmacy / Drugstore Index July / August '93 Sterling trend comparisons J/A '93 vs J/A '92



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REACH FOR THE STARS WITH YARDLEY GOLD





1993 has seen many sporting heroes go for gold — Nigel Mansell, Linford Christie, Sally Gunnell, Colin Jackson, Damon Hill and the Women's Cricket Team, to name but a few, have all shown just how great British sport really is.

Yardley Gold continues its long run with the world of sport this year by cosponsoring, for the fourth consecutive year, The Daily Express Yardley Gold Sports Awards 1993.

Yardley Gold is ideal for today's sports-loving man who wants to

emerge from the locker room feeling cool and fresh. The aromatic and herbacious top notes sparkle at first impression, while the woody notes create the body of the fragrance.

And here's your chance to join us at Yardley Gold's glittering presentation luncheon at London's Park Lane Hotel on December 9, 1993. Simply answer the questions below, and you and a guest could be on your way to rub shoulders with top names from the world of sport!

Return your completed form to Yardley Gold Sports Awards Competition, Yardley Lentheric Group, Miles Gray Road, Basildon, Essex SS14 3BZ to arrive by November 26, 1993.

Rules

The judges' decision is final. Entrants must be aged 18 or over and resident in the UK. Only one entry per person. No correspondence will be entered into. The competition is not open to employees of Yardley Lentheric or Benn Publications, their agents or families.

The facts about garlic market support.

FACT: Kwai is No.1 food supplement for advertising spend.*

FACT: Kwai is No.1 for PR support.

FACT: Kwai is No.1 for information on garlic to medical professionals.

FACT: Kwai is **DOUBLING** its media support Oct-Dec.

So please make Kwai your No.1 for stocks and display.



Highly Concentrated Garlic Tablets

* OTC News May 1993

Wimbledon may conjure up ideas of tennis and strawberries and cream but Richard Fisher, manager of Boots the Chemists in Wimbledon, is more interested in the local community than the occasional

tennis star.
Mr Fisher has developed the store since its opening in September 1992, and it is now leading the way for operation of Boots' small stores.

The Centre Court shopping centre of which Boots forms a part was converted from a disused church and law courts. The church front had to be maintained when the shopping centre was built giving the shop a unique facia — although Mr Fisher says that the actual shop is not built on the site of the old church.

The Wimbledon branch is one of the largest small stores at 550sq m, the limit being 600sq m before the shop is classed as a large store. The shop replaced two older outlets in Wimbledon when Centre Court was built.

The store, despite having quite a large floor space, maintains the feel of a community pharmacy. The shop has been designed in such a way that the gift and beauty areas are quite separate from the pharmacy section, which enables the pharmacy section to have a professional appearance.

Health and beauty

The store concentrates mainly on health, beauty and fashion. Before the store opened, Mr Fisher and his district manager Steve Keyzor — also a pharmacist — worked together to select the stock ranges and space allocation they felt would be most successful. Although the company gives each store guidance on the stock ranges to be kept these figures can be "tweaked" locally to account for opportunities in the area.

Together Richard and Steve designed their ideal plans and, to date, the store has exceeded all expectations, said Mr Keyzor. Financially and with prescriptions figures it has been a remarkable success.

He says some of the success

He says some of the success can be laid at the feet of Mr Fisher, as he was specially selected to take over the store on its opening.

Mr Fisher has a lot of involvement in the local community, of which he himself is a part since he lives in the area with his wife. He has a good relationship with local doctors, and says the fact that one of them is his own doctor helps the relationship.

Residential homes

The area the shop serves means that no residential homes are looked after by the pharmacy—there are very few homes in the London area, said Mr Fisher. There is no oxygen service offered by the Wimbledon store, no delivery services and no in-store testing, such as pregnancy or cholesterol tests, although the store carries a full range of home test kits.

Despite these facts, the shop

Boots take community care one step further

When Boots opened a store in Wimbledon to replace the old two, they aimed to create a leading example for all small stores. Just over a year later,
Jo Grimes looks at how they doing

has a high dispensing turnover and provides more counselling than any of the other 15 Boots branches in the surrounding district, according to Mr Keyzor. All the pharmacists who work at the branch say they provide the highest amount of counselling when there.

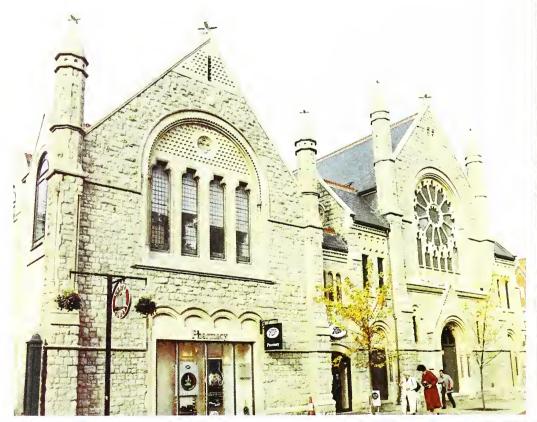
The store has been designed with professionalism in mind, said Mr Keyzor. "The professional aspect of the shop is as important as the commercial side."

Unusual shape

The dispensary, which is an unusual triangular shape in the corner of the shop, was put in first and the rest of the shop grew around it.

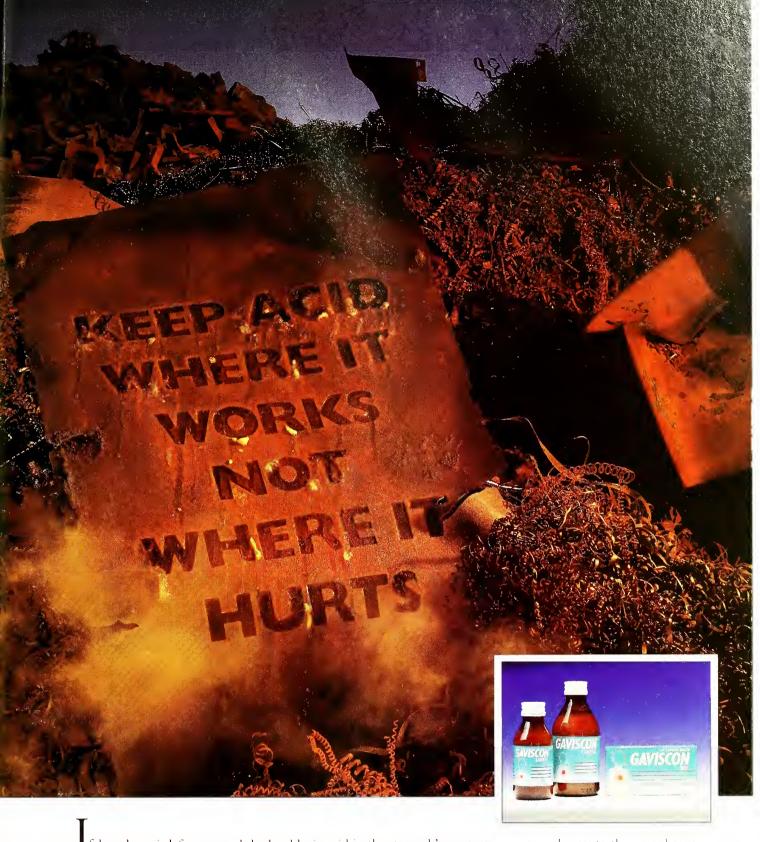
The strengths of the dispensary as Mr Fisher sees them include extended opening hours — currently until 8pm, but 7pm after January — and the ready accessibility of the pharmacists to the public.

Continued on p872





The old and new facias of Boots in Wimbledon



If heartburn is left untreated, hydrochloric acid in the stomach's contents can cause damage to the oesophagus.

Gaviscon protects the oesophagus by forming a physical alginate barrier which keeps acid in the stomach - where it

works, and away from the sensitive oesophagus lining - where it hurts.

Gaviscon stops acid reflux and relieves the pain of heartburn in 8 out of 10 patients.¹

GAVISCON

Keeps acid where it works not where it hurts

Relieve the pain and reduce the damage caused by heartburn. Recommend Gaviscon.

Prescribing Information. Active Ingredients: Liquid Sodium alginate BP 500mg, sodium bicarbonate Ph. Eur. 267mg, calcium carbonate Ph. Eur. 160mg per 10ml dose. Gaviscon 250. Tablet. Algium acid BP 250mg bicarbonate Ph. Eur. 85mg, aluminium hydroxide gel BP 50mg, magnesium trislicate Ph. Eur. 12.5mg per tablet. Indications: Gaviscon Liquid. Heartburn, including heartburn of pregiuncy. dyspepsia a sociated with reflux, hiatus hermia and reflux oesophagitis. Gaviscon 250. Heartburn and acid indigestion. Contra-Indications: None known. Dosage Instructions: Gaviscon Liquid. Adults and children over 12. 10. 20ml, children. S-10ml liquid after meals and at bedtime. Gaviscon 250. Adults and children over 12. 2 tablets to be chewed thoroughly as required. Children under 12. Not recommended. Note: 10ml liquid contains 6.2 minol sodium. One Gaviscon 250 tablet contains 1.02minol sodium. Both liquid and tablet forms of Gaviscon are sugar-free. Retail prices: 100ml £1.60, 200ml £2.86. 24 tablets £1.95. Product Licence Nos: 44/0058 Liquid Gaviscon. 44/0103 Gaviscon. 250. Legal Category: GSL. Product Licence Holder. Reckitt & Colman Products Limited. Dansom Line, Hull HU8.7DS. GAVISCON? and the sword & circle symbol are trademarks. Date of preparation: 1/3/93 Reference 1. Chevrel B. (1980) J. Int. Alic. Ro. 8: 300–302.

Continued from p870

A fitting room is situated in the shop which means that the dispensary probably does more than the average prescriptions' number for hosiery and trusses.

The availability of a male pharmacist on the premises also helps to attract patients for these services, said Mr Fisher, so that often patients are specially sent to the store.

Affluent elderly

The customer population for the store is described as mainly an affluent and elderly one. However, the fact that the store is situated next to a British Rail train station, District Line Underground station and a bus stop means that much trade is just "passing". During the daytime there are many regulars from the local community but, after about 5.30pm, commuters form the bulk of the customers. Although the customer profile can be varied, health and beauty is the stock that they are buying, said Mr Fisher.

All patients are put on a PMR system if they choose and the Apex system controls the pharmacy stock overall. This system gives the possibility in future of Boots branches linking up their computer systems.

Training is one of the most important packages for the staff in the Wimbledon store. They have a training room specially set up for the purpose, with written information and videos available to all staff.

Every range that is stocked in the shop has a specific training package designed from head office. Boots are committed to providing staff with training at least once a week. All full time staff now go through a National Vocational Qualification in retailing, and chemist counter staff have healthcare training in addition to this. Mr Keyzor said that never before has there been so much information available.

Mini-lab added

Developing and printing has substantially increased since a mini-lab was introduced into the new branch. There are five other mini-labs within 100 yards, said Mr Keyzor, but Boots do not seem to have been affected by any competition. All branches where mini-labs have been introduced show a substantial increase in business relative to sending work away, he says.

The visibility of the mini-lab also increases customer confidence in the service, said Mr Fisher.

Competition in the area is from five independent chemists and also a Body Shop, which competes with Boots on some of their beauty ranges. Mr Keyzor said he does not see the Body Shop as competition; it is more that Boots are competition for them, he said.

There is little competition between pharmacies locally, said Mr Fisher. More often than not, Boots help out the other pharmacies when they are short of medicines to fill patients' prescriptions.

"We do not spend our time worrying about what other pharmacies are doing. We concentrate on doing what we do better," said Mr Keyzor.

At a local level, Mr Fisher is

At a local level, Mr Fisher is involved in further developing relations in the local community. He is involved in the local pharmaceutical committee, and a member of the Wimbledon town working party, which aims to develop the town from a retail point of view.

Mr Keyzor would like to see all the stores presenting a united front in terms of opening hours and being more customer friendly. The committee consists of retailers, councillors and civil servants.

In a move to promote good healthcare, Mr Fisher invited a chiropractor into the store to provide advice and counselling from a stand at the front of the shop. The idea went down very well and he hopes to repeat a similar event soon.

Mr Fisher is not the only pharmacist with ideas in the Wimbledon branch. Pharmacy manager Jaymini Patel has recently studied a homoeopathy course and has links with some local doctors who have an interest in homoeopathy. She is hoping to further these links and expand the homoeopathy dispensing.

the homoeopathy dispensing. In Wimbledon, Mr Keyzor feels that Boots have produced exactly what is required for the area. Now the challenge for Mr Fisher lies with developing the town centre to maintain and expand Boots' customer base.



Richard Fisher, manager, helps out with the dispensing



The mini-lab in action at the Wimbledon store



Advice and counter prescribing is a large part of the business in Wimbledon

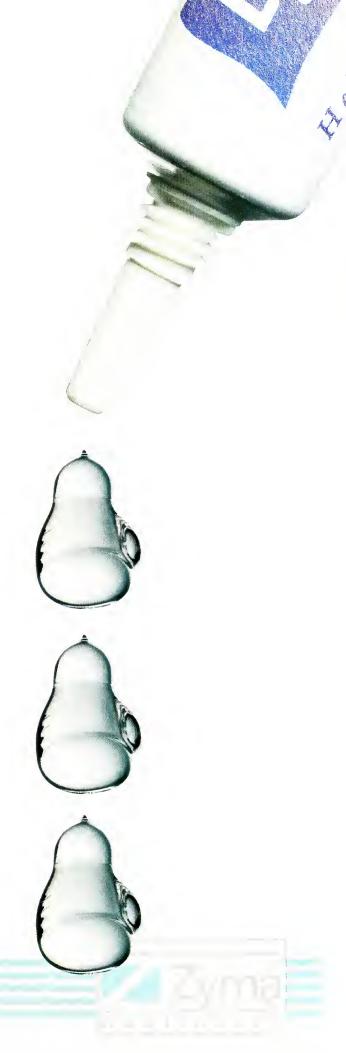


You may have heard of a recent 'breakthrough'. It is claimed that an Acyclovir-based cream can prevent about 40% of cold sores forming, if treated at the tingle stage. But around 60% of people still develop a cold sore anyway. Despite treating the tingle. Which is why they need Lypsyl® Cold Sore Gel. It's a heavy weight treatment, because it packs 3 punches. An Antiseptic to fight infection, an Astringent to dry up the sore and an Anaesthetic to relieve the pain. And it's this unique 3-pronged attack that helps rapid healing of cold sores, while giving symptomatic relief from



COLD SORE Lypsyl

discomfort and pain. • A technical knock-out, you might say. • So you might stock a treatment that takes on the tingle. • But for a cold sore that goes the distance, your customers need Lypsyl Cold Sore Gel.



When small isn't always BEAUTIFU



The last time Mohamed Patel's Bradford pharmacy was refitted, the local undertaker was called in, not to bury the dead, but to put in new drawers. This time, the owner had much grander designs in mind

Mohamed Patel's pharmacy on Fagley Road, Bradford, is tiny. The shop area is just 26sq m and the dispensary a cramped, chaotic 6sq m, barely larger than a dining room table.

There is so little room on the 78m of shelf space that boxes of hair dye have to be displayed end-on. What little room there is above the shelves is devoted to precariously balanced extra stock. And if that was not enough, patients have to avoid tripping up on overflowing cardboard boxes of yet more stock. The fun really starts at Christmas with all the promotional displays, taking up

even more precious space.
The dispensary itself is not much better. According to the much better. According to the shop's pharmacist, Ralph Greenwall: "It's a quarter of the size it needs to be. We've got problems fitting in the standard stock, let alone the monitored dosage trays." He describes a complicated procedure of complicated procedure of shifting trays around the dispensary to make room for making up prescriptions. And it is for this very reason,

that the pharmacy's owner, Mr Patel, decided it was time to extend the shop, gut it and refit from scratch.

Secondary site

The pharmacy trades as M&A Dispensing Chemist Ltd and is on a secondary site about one mile north east of Bradford city centre.

Although there are buses running up and down the road, the area is mainly residential, except for an insurance broker the shop shares parking space with.

There is a council estate

within walking distance and a high proportion of OAPs, living both independently and in the three nearby residential homes or two nursing homes. "Basically, there's not that

much money floating about," says Mr Greenwall. "Our customers are either the very young or the very old. There's not an enormous amount in between.

Therefore, the pharmacy's trade rests heavily on providing over the counter advice and its prescription business. This is supplemented by the babycare lines and toiletries bought by people who cannot get to a supermarket.

But for such a small pharmacy, finding room to speak to patients in private is a problem. There is simply nowhere to go. Added to this, is the lack of space for hosiery fittings; there is no office; nowhere to take blood pressure readings or perform pregnancy

testing.

The last time the pharmacy

had been refitted was before the war. Except, that is, 15 years ago when the local undertaker was called in to make drawers behind the counter.

Although the undertaker had gleaned his skills from his coffin-making days, Mr Patel decided a specialised shopfitter was more suitable this time around. Content with the refit at his other pharmacy in Altofts, near Wakefield, he called in Yorkline once more.

Sigh of relief
When building work is finished any day now, the pharmacy will have been almost doubled in size. It will have grown from a 32sq m shop, with an outside toilet, to 58.5sq m with "en suite" facilities. Mr Greenwall and his staff breathe a sigh of relief at the thought.

The retail area will have expanded to 32sq m; the dispensary will have almost trebled in size to 17.5sq m; and there will be a new 9sq m consultation room with a

storage area — but it is the expansion of the dispensary and the new consultation area that both Mr Patel and Mr Greenwall are excited about.

More space in the dispensary will mean a more efficient service for the nearby nursing and residential homés. Previously, Mr Greenwall and his staff would have to fill the metered dose trays once a week, deliver them and collect the empty trays.

There was simply no room to store trays for any longer than a week, but soon, trays will be filled monthly, rather than weekly, at a dedicated work station.

The raised dispensary will offer better views of the shop but the more open design will work both ways. "The customers can see us and we can see them," says Mr Patel.
"They like to see us working."

To create a focal point, the bench in front of the dispensary is placed at an angle. It will also draw customers across the shop, past gondolas, to improve the

chance of impulse buys.

Near the counter will be a series of information leaflets, which will be more accessible than when they were kept behind the front door.

There will also be two seats for patients waiting for prescriptions to be made up.

Although some dispensary shelving still remains, Yorkline has fitted two banks of Willach OPD drawers, providing a total 86m of shelf space.

Sensitive matters

Next to the dispensary is a consultation room that doubles as an office. Now the pharmacist will be able to offer a range of services, from cholesterol to pregnancy testing, in private. This is in addition to the usual advice on sensitive matters like genito-urinary problems

But it is service to the old and disabled that will particularly benefit from the consultation area. There will now be a private room for hosiery fitting and space to show disabled patients a new line of wheelchairs, commodes walking frames and bath

accessories.

Mr Patel has taken the refit as an opportunity to improve the display of his GSL items and P medicines, something he has already tried in his other pharmacy with encouraging results. "Unless they see them, they are not going to know they're there," he says. Vitamins are now on display in front of the counter, while f medicines are on the counter but behind glass, rather than on the wall.

To match the other pharmacy, Yorkline is fitting out the Bradford shop in the same green and oak-effect

finish.

A dark green, suede-look pelmet will run along the top of the shop, with pale green back panels below. Carpet tiles will also be in green. Shelves are to be white with oak-look edging.

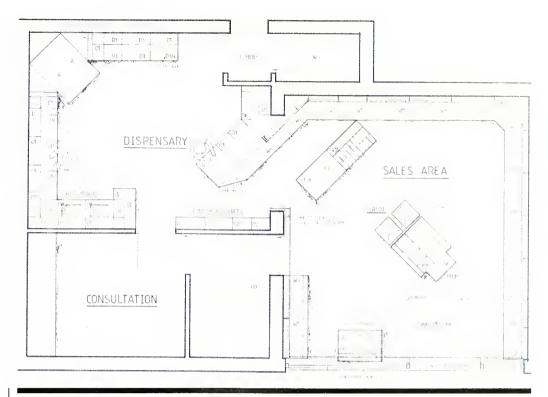
Grubby front

The grubby, off-white front of the shop will also be ripped out and replaced with powder-coated aluminium window frames and double

For security purposes, there will be a reversed roll shutter, which will form part of the building rather than being stuck on the outside.

And to discourage ram raiders, bollards will be installed when the parking area in front of the shop is resurfaced.

When the new-look pharmacy is revealed to Mr Greenwall's customers any day now, they will barely be able to recognise the place. Mr Patel sums up his feelings: "When the property belongs to you, you don't mind spending money on it." And if increased sales at his other, recently refitted pharmacy are anything to go by, then the saying: "You have to speculate to accumulate seems to be ringing true.



An old look new look by the sea

Blending in with the historical surroundings of a bustling seaside resort was just one of the problems Steve Newbury had to negotiate when planning his pharmacy's refit. A split level site, with wonky walls and a hotchpotch dispensary were just three of the others

There are not many pharmacies in a historical part of town and blessed with a busy corner site but Steve Newbury's shop in the picturesque seaside resort of Mumbles, near Swansea, is one of them

There has been a pharmacy on the corner of Newton Road and Walters Cresent for over 70

years. Customers include the thousands of tourists drawn to the coastal town on the Gower Peninsular. The harbour, Oystermouth castle and old buildings are just some of the attractions. Others flock to the Mumbles Mile, a stretch of road famous for its many pubs. Even the poet Dylan Thomas is said

to have drunk there. Other famous Mumbles residents or visitors include actor Richard Burton and singer Bonnie Tyler.

But it is not the rich and famous that posed a problem when Mr Newbury decided it was time for a complete refit.

Continued on p876



Continued from p875
The "new look" really had to be an "old look" to blend in with the surroundings. This particularly applied to the wrap-around corner shop front.

The work was entrusted to a local firm, Baptt Designs of .oughor, Swansea, who won the contract by quoting £20,000 less than its competitor, according to Baptt's owner,

Brian Hitchcott.
Out came the existing sign that dated back to the sixties. together with the aluminium window surrounds. In went a wooden front, painted bottle green, with gold coloured trimmings. But Mumbles' salty atmosphere was too much for the original gold paint, so a layer of lacquer had to be

added for protection.
There were also problems
with the building itself. Because
of its age, the foundations had shifted, putting the walls out of alignment. This made fixing the shop front difficult, especially the corner door.

Back-lit neon signs and large picture windows with spotlighting ensured goods were well displayed and the

where well displayed and the pharmacy stood out at night.
Mr Newbury moved into the shop in July 1991, after a pharmacy career with a number of local outlets including Boots.

Steep corner

"I'd had my eye on Varley's (as it was then) since early on in my career. I think it's a fantastic site, even though there are problems caused by its position on a steep corner, where it consists of two properties adjoining on different levels."

Each floor provides a retail area of about 350sq ft, while the dispensary occupies some 220sq ft. Next to the dispensary is a counselling area.

Three steps separate lower and upper levels with a hand rail on the left to help OAPs. Apart from a large elderly population within walking distance, there are nearby nursing and residential homes.

The refitted pharmacy also has a seating area at the top of the steps for patients to browse through leaflets while they are waiting to pick up prescriptions. A carousel-type stand took up

too much space, says Mr Hitchcott of Baptt. Now they are placed in a holder attached to one of the structural pillars.



The doors were also changed, partly to accommodate wheelchairs and push chairs more easily, and partly to improve customer and staff flow.

A single door used to open out onto Newton Road and led into the bottom half of the shop. "It made the pharmacy a nightmare," says Mr Hitchcott. Patients handed over scripts

at the counter on the lower floor, assistants would take them up the steps to the dispensary and finally the pharmacist would trot back to the lower counter with the made up scripts. Apart from wasted time and the steady stream of pharmacists and assistants trying to negotiate customers, there were also serious security implications.

Now, patients with prescriptions enter the pharmacy through the upper door, which takes them straight to the dispensary. Congestion is avoided, as are the three steps.

Two doors also mean that potential customers are caught" on the way up the hill from the shops, and on the way down the hill from one of the three nearby surgeries. The refit has allowed Mr

Newbury to increase his range of stock, which now includes gift items, soft toys and extended cosmetics ranges. Also new are cameras, binoculars,

hair driers and shavers in lockable, glass fronted cabinets. The dispensary "was very basic, old fashioned and there was no purpose-built shelving, just planks stuck to walls really," says Mr Newbury.

It was decked out in natural wood that looked as if it had been creosoted, an old chipped ceramic sink and clay-look floor tiles. A bench, which the

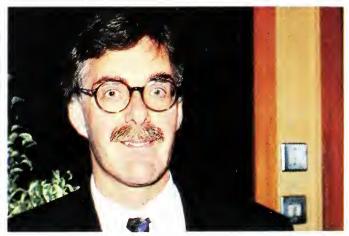
previous owner's dog used to

sleep under, completed the look. All the old fittings have been replaced, making more working space and a safer, more efficient environment.

"The refit worked like a charm," enthuses Mr Newbury. "Turnover has gone up 35 per cent in the last year and retail turnover up 70 per cent. No let's say 25 per cent and 50 per cent. I don't want to frighten the competition.

It pays to refit

A rare consumer study on pharmacy use pinpoints just how important shop layout is



Pharmacists hesitating about a shop refit on the grounds of cost should think again as almost 2 per cent of consumers avoid certain pharmacies

because of poor layout. So says Dr Pocock, chief executive of MEL Research, a health and consumer research centre based at Aston Science Park. His is one of the few UK investigations into the consumer's view of the community pharmacy.

"Pharmácies need to be seen by the public as 'centres of excellence' in delivering customer-orientated health

care, and this approach needs to be incorporated fundamentally at the planning and design stage," he says.

While no single aspect of shop layout was blamed, having a consultation area seemed a worthwhile asset.

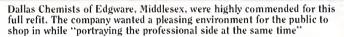
Just under a quarter of consumers say their favourite pharmacy has one but two-thirds would like to see one installed in an "ideal pharmacy" pharmacy'

However, none singled out a consultation area as the single most important reason for choosing a pharmacy



Are you 'Fit for the Nineties'

There is still plenty of time to enter the 1994 'Fit for the Nineties' Shop Design Awards, co-sponsored for the third year running by Chemist & Druggist and Whitehall Laboratories. The 1994 Awards offer record prize money to both the winner and runner-up in the full and partial refit categories. If you have refitted between January 1992 and December 1993, you could win up to £1,750



Personal service — matching professional and retailing skills to a customer's requirements — is a particular skill of community pharmacists. The judges of the 1994 'Fit for the Nineties' Shop Design Awards will endeavour to judge how well pharmacists have matched and executed the design of their full or partial refit to the services they want to provide for their customers

David Beauchamp, managing director of Whitehall Laboratories, commenting on the 1994 Shop Design Award and the challenge facing industry and pharmacy in a changing retail environment, says: "We at Whitehall are delighted once again to be associated

with C&D in sponsoring this important award.

"With the anticipated switch of many more products from prescription to over-the-counter status, the OTC healthcare market is facing a period of dynamic change and growth. Pharmacists are becoming increasingly aware of how important it is to provide an environment that is pleasant and welcoming for customers. This,

plus the need to develop the role of the pharmacy with specialist counselling areas, increases the challenge to the profession.



Dermot O'Donnell of Londonderry wanted his full refit shopfront "to have open plan windows and an entrance porch which allows an uninterrupted view of the interior". O'Donnell's Pharmacy was highly commended in '92



Orr & McWilliam were commended in the partial refit category for their new shopfront. Pharmacist James McWilliam aimed to present to the folk of East Kilbride a pharmacy which "contrasted with the indoor, heated shopping centres nearby, promising good, old-fashioned service to match

Categories

1. New pharmacy shopfit or major pharmacy refit involving at minimum the full sales area. Entrants must describe in no more than 300 words the main objectives of the refit and how they were achieved, and back up their submission with photographs, illustrations and plans where possible. In particular, how services and merchandise are matched to customer type/locality through cost-effective solutions.

Partial refit or extension of pharmacy involving: shop front; dispensary; special sections of sales area; consultation area; conversion of non-sales area to trading venture, and so on Entrants must also describe in no more than 300 words the main objectives of the refit explaining how they were achieved, backed up with photographs, illustrations and plans where

In both categories, judges will match execution of plan with objectives, with particular emphasis on innovative solutions to problems.

1. Shopfitters (in conjunction with planners where appropriate, for example, wholesalers).

2. Pharmacy owners/managers.

Closing date for entries is January 31, 1994. Refits must have been completed in the period January 1, 1992 to December 30,

The entry must include category, full name, address and telephone numbers of pharmacy and shopfitter. It should reach Chemist & Druggist, Benn Publications Ltd, Sovereign Way, Tonbridge, Kent TN9 1RW, by January 31, 1994. Entry forms from Whitehall Laboratories or the above address.

Either shopfitter or proprietor/manager (with owner's permission) can make an entry. The prizes awarded will be:

1. £1,750 for the winner of pharmacy refit; £750 for runner-up with plaques for both. Shopfitters to get a certificate and right to use competition emblem in advertising, etc.

2. £1,000 for the winner of partial pharmacy refit; £500 for runner-up with plaques for both. Shopfitter to get certificate and right to use competition emblem in advertising, etc.

All entrants to get certificate of entry. C&D has the right to

All entrants to get certificate of entry. C&D has the right to publish entries. All entries to be returned

Judging will be in February 1994, with the winners announced in *C&D* by April 30. *C&D*'s Editor John Skelton will act as non-voting chairman of a four-person panel drawn from the pharmaceutical profession and shopfitting industry.



A former Victorian workhouse chapel in Evesham, near Worcester, has been converted into a modern pharmacy, while keeping many of the building's original features.

The 100-year old chapel is within the grounds of Evesham hospital and was used by the inmates themselves. Pharmacist Tricia Aylesbury and her chartered engineer husband David already own the Bengeworth Pharmacy in Port Street, Evesham, and decided to convert the St Mary Magdalene chapel some years ago. But it has taken five years of negotiations with charity commissioners and local hospital authorities to reach fruition.

David Aylesbury completed the conversion in just six weeks, keeping many of the original features such as the stained glass windows, exposed roof trusses and the imposing front entrance and doorway, which boasts an eight-inch brass key.

The interior has been fitted with mahogany fixtures in keeping with the original timber work and the old altar

rails have been raised above the main counter. Woodstyle advised Mr Aylesbury on the design.
"We are really pleased with the way the chapel has lent itself to the conversion. We did have doubts in the beginning, but now it is up and running it has proved it really does work. And the great thing is the customers all seem to appreciate it as well, "says Mrs Aylesbury.

The 56ft by 24ft chapel is now known as the Waterside Pharmacy, with one full-time pharmacist and one full-time dispenser helped by three part-time staff. The town centre pharmacy serves the local community as well as the adjacent Waterside surgery

Shop front this year, inside next year

A complete refit may be beyond the means of many pharmacists, so more and more are turning to partial ones. C&D takes a look at how one of last year's entrants to the "Fit for the Nineties" Shop Design Awards has staggered its refit over two years and the reasons for the changes

A partial refit combines the best of both worlds and seems best of both worlds and seems to be increasingly popular. "Whereas people used to refit in a 12 or 15 year cycle, now they are refitting every eight years or so in a partial update or continuity refit," says the NPA's head of pharmacy planning, Ray Todd. John Parkin, sales director at

the NPA-approved shopfitter, Yorkline, agrees: "We are seeing more and more of that

where money's tight."

But financial straights are not the only reason for taking this route. Some pharmacists want to provide a continuous service to try to minimise the upheaval a refit inevitably causes. Eager not to alienate existing customers, changes may occur in stages to slowly acclimatise customers to the new look

This is the route chosen by Orr & McWilliam of East Kilbride, whose shop front was commended in last year's C&D Fit For The Nineties Shop Design Awards. This time, it was the turn of the shop floor and dispensary for a facelift.

The pharmacy is in the original village of East Kilbride, rather than the growing new town, and has a loyal core of customers. As well as pensioners and mums, the pharmacy has a strong

prescription trade from the health centre two minutes walk away. The centre's 30-strong medical team also use the Hunter Street pharmacy.

But it is the shops in the modern shopping mall 20 minutes walk away that are the pharmacy's main competitors and one of the primary reasons for the refit.

The owner wanted to provide an alternative to the modern outlook of the mall so plumped for Beanstalk's more traditional design.

"I realised we needed to review the interior but wanted to retain a classical look, which was warm and friendly for customers, while projecting a professional image," says Sandy McWilliam, the shop's owner.

The shop interior had not been refitted for twenty years or so and suffered from a lack of storage space; cluttered manufacturers' stands; a closed pharmacy, old timber shelving and two calor gas heaters.

Beanstalk fitted the shop in white panelling and shelving with slatted panels and hooks to take hanging items normally found on manufacturers' floor stands. And to provide more storage space, special boxes finished in the same detail as counters and the cabinets

above the shelving were placed above the canopy.

Green name moulding was used on cabinets and counters, picking out the green from the prize winning shop front. The colour scheme was continued in the green floor covering.

To create the traditional look, brass finished strips appeared on the front of shelves, together with brass finished risers and dividers.

As an additional attraction, lit recessed areas with brass finished front rails appear among the storage boxes to display Mr McWilliams' collection of traditional bottles and jars.

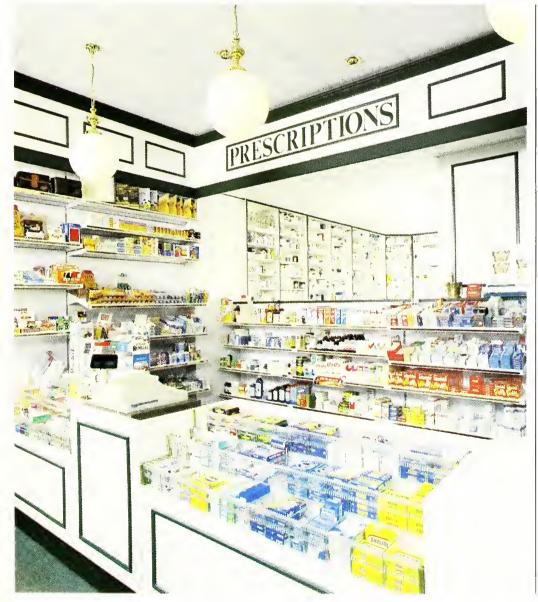
The final part of the refit was the dispensary, which had old timber shelving and a closed layout, described as a "room with a door".

Beanstalk opened the dispensary right out, fitting a low level wall to break down the barrier between the pharmacist and the patient.

In contrast with the traditional look of the shop itself, the dispensary was fitted out in white. But green edging was used throughout to pick up the shop's colour scheme.

the shop's colour scheme.
A new sink, plumbing and
waste disposal system were also
out in





Shopfitting update

Are you thinking about a refit but confused about what it will involve? Or bewildered by the range of fittings available? Then Intershop, the international shopfitting and display exhibition, may be worth a visit.

It will be held at Olympia in

It will be held at Olympia in London, from April 24-28, with something for both major retail groups and independents.

It is sponsored by the Shop and Display Equipment Association but details are available from ID Exhibitions; tel 071-486 1951.

• With security paramount, choosing a shopfront shutter system is all important. Somfy, of Shipley, West Yorkshire, have set up a 24 hour freephone help line for both retailers and installers to help them through the maze of systems available. Tel: 0800 616424.

• Moving inside the shop, Jana Enterprises of Beverley, North Humberside, have launched a portable, five-sided display stand. Units can be clipped together to expand the display area, which is on three areas. For example, three units clipped together give 30sq ft of space.

together give 30sq ft of space. Tel: 0482 867389.

Nuttall of Hinckley, Leicestershire, best known for their grocery shopfitting work, are now taking a close look at the pharmacy sector. One of the first pharmacies to get the Nuttall treatment was Brown of the West Midlands, who benefitted from a new dispensing area, childrens' wear section and some other specialised counters. Tel: 0455 612899.

Businessnevvs

Boots back SHRC on Sunday trading

Boots have nailed their colours to the mast for the first time in the Sunday trading debate by officially backing the Shopping Hours Reform Council's proposals.

Although they have already worked alongside the SHRC, this is the first time the company have officially linked with the pressure

group.

Other retailers already behind the SHRC include Asda, Safeway, Sainsbury and Tesco. But Boots have chosen to wait until now to widely publicise their stance as MPs are concentrating on the Sunday trading debate.

Boots are lobbying MPs and local authorities by sending out letters explaining their position. MPs should have already received them, but copies should be with local authorities at the beginning

of the week.

In the letter, Boots points out their position in Scotland where there are no Sunday trading restrictions. Of 87 Boots the Chemists stores in the country,

Address changes

Bennetts Herbal Products, manufacturers of eczema and psoriasis treatments, have moved to Unit B, Dumfries Station, Dumfries DG1 1LU; tel: 0387 53326. TVM Healthcare have relocated from Reading to Flagstaff 42 Business Park, Ashby de la Zouch, Leics LE65 1DW; tel: 0530 656100.

Sales and orders up

Pharmacies reported an increase in sales volume in the year to October but the figures are still below the seasonal average, according to the latest CBI survey. In contrast to sales, volumes of orders placed with suppliers have increased dramatically. Overstocking is expected to continue through November.

Numark on video

Numark are offering a wider range of photographic and video products for pharmacy customers by teaming up with Sangers, major UK wholesalers in the field.

Pharma data

A booklet with market details of the UK pharmaceutical industry has been published by the ABPI. Tel: 071-930 3477. only nine open on Sundays. These are mainly in tourist locations or in major city centres, such as Glasgow.

Peter Gibson, Boots' Sunday trading campaign manager, sees no reason for this proportion to change in England and Wales if restrictions were loosened.

Of the 1,000 or so Boots stores in England and Wales, this would leave about 100 shops open. At present only "a handful" of shops are open on Sunday, mainly in tourist areas or in central and north London. Staff are paid at least time and a half

The SHRC proposes that any shop less than 3,000sq ft should be allowed to open for as long as it liked but all larger shops would limit trading to up to six hours between 10am and 6pm.

• Boots announced a 6 per cent drop in pre-tax profits for the first

half of the year, with costs resulting from the Manoplax withdrawal largely to blame.

The company has written off £35 million to pay for it in addition to a £14m charge to cover redundancies and the completion of clinical trials. Some £5.1m was also written off for Asilone, an antacid product bought originally for £12.5m.

As a result, the pharmaceutical division is under review, with management not ruling out alliances, mergers or licensing

deals.

Group turnover reached almost £1.99 billion for the first half of the year, up over 7 per cent on last year. Of that, BTC accounted for £1.30bn, with counter sales up 4.3 per cent and dispensing up 12.9 per cent. Pre-tax profits increased 13 per cent to £132.7m.



Sants Pharmaceutical Distributors celebrated their 21st birthday on November 5 with the official opening of new headquarters on the Wolstanton Trading Park, Newcastle under Lyme. Local MP Llin Golding (left) performed the opening ceremony alongside chairman and chief executive Gerald Brooks (centre) and Michael Watts OBE, executive director at the BAPW (right). The move makes it the UK's largest single depot in the independent pharmaceutical wholesaling sector

Unichem buy more retail outlets

Unichem's retail subsidiary Moss Chemists have bought nine more community pharmacies for a total of £3.42 million. Some £2.61m of this is in cash, the rest being paid for with 309,482 Unichem shares.

Six of the pharmacies belonged to the Sarah Kirkup (Ponteland) chain which trades in the North East of England. This takes the number of Moss Chemists in the area to 16, all supplied by Unichem's Newcastle warehouse.

Moss Chemists managing director Barry Andrews says the

existing management team will be kept in place.

The other three acquisitions are Martin & Roberts in Yate, AG Morris in Essex and the Newbury Pharmacy in Sketty, near Swansea. Managers at the Essex and Sketty shops will be retiring immediately, but the Yate manager will go once a replacement is found.

All of the recently acquired pharmacies are on secondary sites and have a combined turnover of £5.62m.

As with all Moss Chemists

takeovers, these nine shops will change character in stages.

First, service will be standardised to match existing Moss Chemists outlets. For example, pharmacists will be encouraged to hand over scripts personally

A refit follows next, together with a refocused product range. Mr Andrews says the pharmacies they typically take on only devote 10-15 per cent of stock to medicines. This will be increased to 35-40 per cent at the expense of gift lines and novelty items.

Fisons drug probe leads to one suspension

Fisons have suspended one of their area managers following an internal investigation into alleged illegal drug marketing activities.

Reports of reps offering illegal inducements to GPs in return for prescribing their asthma drug Tilade were first brought to light in last week's *Sunday Times*.

Since then, Fisons have launched an internal inquiry into the matter, suspending Rick Tiller, West Midlands area manager, in the process. Mr Tiller is in charge of seven reps in the area who market ethical pharmaceuticals to GPs. They do not sell

over-the-counter products or visit community pharmacies, says a Fisons spokeswoman.

No further disciplinary action had been taken by Fisons at the time *C&D* went to press, but the company are co-operating with the Association of the British Pharmaceutical Industry, the Department of Health and the Medicines Control Agency.

The Prescription Medicines Code of Practice Authority has specific rules governing gifts and inducements to health professionals, including GPs. For example: "No gift, benefit in kind or financial inducement shall be offered or given to members of the health professions ... for purposes of sales promotion." Only "inexpensive" gifts "relevant to the practice of their profession" are allowed.

Since the beginning of the year, the ABPI spun off responsibility for policing the Code of Practice to the Authority. Although it is still affiliated to the ABPI, it was formed to provide a more independent stance.

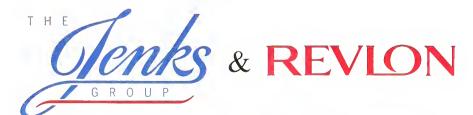
If the Sunday Times allegations prove to be true, Fisons may be faced with expulsion from the ABPI, as was Bayer in the 1980s.



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PARTNERS IN BRAND DEVELOPMENT

DSS denies cut in sick pay aid

The Department of Security has strongly denied reports that the proportion of sick pay which employers can claim from the Government is to

According to a report in the November 8 edition of the *Financial Times*, employers may soon only be able to claim for 60 per cent of Statutory Sick Pay, a prospect that has angered many

employers' groups.

"This would be another burden the Government is placing on small businesses that they can ill afford in a recession. And this is a Conservative Government that is supposed to be helping business, says Valda Elson, the NPA's personnel and administration

SSP now stands at £46.95 for employees earning £195 a week or less, rising to £52.50 for over £195. Employers can currently claim back 80 per cent of this.

But if the rates were cut, pharmacists would suffer a double blow, says Ms Elson. "The been Government hasn't increasing SSP and now it is trying to cut the amount that can be claimed back."

She says the FT article makes no mention of small business relief, which would apply to most NPA members. This involves special arrangements if an employee is off sick for over six weeks and the employer pays less than £16,000 a year in National Insurance contributions. After six weeks, the employer can claim back all of the SSP, but what would happen to this concession is unclear.

A DSS spokeswoman dismissed the rumour as "speculation".

Lloyds in NI

Lloyds have entered the Northern Ireland wholesaling market with the acquisition of Dobbin & Stewart for £800,000 in cash.

The Belfast-based wholesaler pharmaceutical services over 70 pharmacies in the region and reported sales of almost £5.75 million last year.

The D&S management team, led by Barry Mahood, will remain in place to oversee the expanded range of products now available.

Lloyds will be able to offer 26,000 product lines spanning OTC, ethicals, health foods, generics, parallel imports and surgical appliances. D&S offered 6.000 lines.

New diploma

A diploma course in travel medicine, thought to be the first of its kind in the UK, is being planned thanks to financial assistance from a number of pharmaceutical companies.

Merieux UK and Smithkline Beecham are helping to fund Stratford upon Avon GP Cameron Lockie as he undertakes a five-month sabbatical to prepare and co-ordinate the new course.

Medeva lose patent case

Biogen, the US biotechnology company, have successfully defended their hepatitis B vaccine patent against Medeva.

The High Court ruling sent Medeva's shares plummeting from 125p to 109p before closing at $119^{1}/2p$.

Medeva say they were surprised by the decision and intend to appeal against Mr Justice Aldous' iudgment.

The result is the latest in a flurry of legal activity centring on

hepatitis B vaccines. Last year the European Patent Office ruled that this very patent should be revoked, a decision which Biogen is appealing against.

If the appeal is unsuccessful and the EPO decision is upheld, then it will override the recent UK High Court ruling.

Only two weeks ago, Medeva were faced with a fresh hepatitis B patent challenge from the Pasteur Institute in Paris (C&D November 6, p822).

Extra division at TN AGB

Taylor Nelson AGB have set up a publications division to publish regular reports based on the company's market research data.

The reports will be more strategic than tactical, and aim to give an overview with analysis of long-term prospects in the markets studied. The division plans to publish 20 titles in the

next four months, including *Chemist Trends 1983-93* in December and *Toiletries and* Cosmetics 1993 early next year.

The division's managing director is John Cunningham (tel: 071-608 0072) who joined the group at the beginning of August, having previously been chief executive of Mintel.

IN THE CITY

Aggressive profit-taking by equity investors worldwide has sent share prices sharply lower in recent weeks. At home, growing nervousness about the forthcoming budget amid a fitful economic recovery has added to market jitters, prompting blue chips into a ragged retreat.

Pharmaceuticals stocks have also been in the doghouse. Although fears of a radical health reform by the US Government have receded, the sector has been unsettled by a spate of negative reports, including alleged questionable sales

practices by Fisons UK sales staff.

Despite a strong result from Wellcome, together with a better than expected dividend payout, the company's shares have come under pressure. Several City brokers have turned bearish on the stock, led by Nomura Research and Hoare Govett. The market believes that Wellcome's sales growth is slowing and it has too high a dependence on the success of Zovirax.

Fears of a price war have affected Glaxo. Earlier this week, Smithkline Beecham announced a 10 per cent discount in the US for Tagamet. Although the news boosted Smithkline's shares, some fear it could hurt Zantac's sales and profit margins. The move came at a time when the market was already bracing itself for two important City meetings this month that could impact on Glaxo. The first is being hosted by Astra, at which the Swedish drugs group plans to brief the market about its prospects. The second is Glaxo's annual business strategy meeting, when the company traditionally gives the City an outline of its growth plans.

Medeva have been hit by continuing concern about its management. There is talk that the company's founder. Ian Gowrie-Smith, is about to step down as managing director

under pressure from institutional investors.

AAH, meanwhile, have fallen back after a brief rally that came in the wake of the Government's revised drug price regulations last August. The shares had advanced strongly as investors took the view that the changes would not damage AAH. Since then, however, new worries have emerged about AAH's non-drug activities because of their cyclical nature. It is expected to report first half pre-tax profits of about £20m on November 25.

Coming Events

RPA meet in **Swindon**

The Rural Pharmacists' Association is holding its annual conference at Blunsden House Hotel, Swindon, on November 20-21.

The meeting will start with a champagne reception and dinner on the Saturday night at which the guest speaker will be Under-Secretary at the Department of Health, Melvyn Jeremiah.

On the Sunday, the conference will be addressed by Ian Carruthurs, chief executive of Dorset Health Commission. The AGM will follow.

For details contact John Davies, president and conference secretary, on 0848 331596.

Monday, November 15 North Metropolitan Branch, RPSGB, at the School of Pharmacy, Brunswick Square, WC1, 8pm. 'A look at Community Pharmacy in St Petersburg', speaker, Mike Long, community pharmacist and PR officer.

Tuesday, November 16 Leicestershire Branch, RPSGB, in the Post Graduate Medical Centre, Leicester Royal Infirmary, 7.30 for 8pm. 'Coronary Heart Disease and Stroke, presented by Professor D de

Morecambe Bay & District Branch, RPSGB, at The Elms Hotel, Morecambe, 7.30 for 8pm. Speaker will be Mr S Brandwood, the new inspector. Buffet will be provided.

Wednesday, November 17 Aberdeen and North Eastern Scottish Branch, RPSGB, at room C404, The Clarke Building, Robert Gordons University, Aberdeen, 7.15-9.45pm, 'The Heart', speaker, Professor K E Kendle.

Thursday, November 18 Hull & District Branch, RPSGB, at the Postgraduate Education Centre, Hull Royal Infirmary, Anlaby Road, Hull, 8pm. Lecture 'Premenstrual Syndrome', speaker, Dr P R Gard, Brighton University

Joint Meeting of Fife Branch, RPSGB and Dundee & Eastern Scottish Branch, RPSGB, at Queen's Hotel, Perth, 8pm, 'Benefits of Exercise for Older People', speaker, Dr Marion

McMurdo, Buffet supper.

Somerset Branch, RPSGB, at Lyngford House New Conference Centre, Selworthy Road, Taunton, 7.15 for 8.15pm. Buffet supplied. 'Homoeopathy — The Alternative Treatment' by Pharmaforce Ltd. Sponsorship by A Nelson & Co. Ltd.

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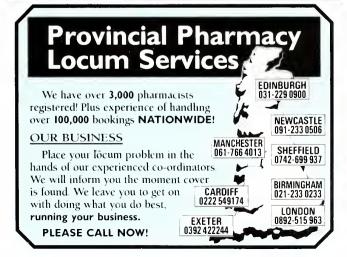
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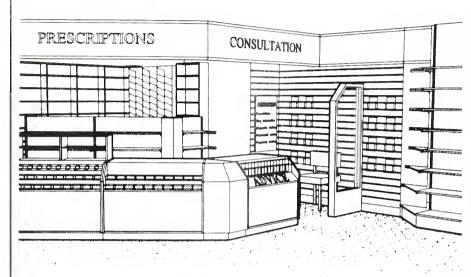
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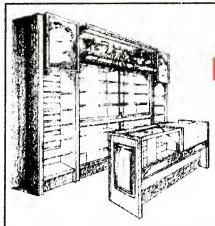
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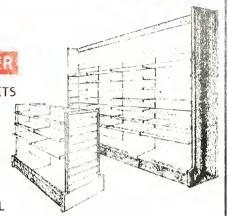
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- ATARI 520ST KEYBOARD Double sided disc computer with over 50 games, mouse and joystick, very good condition, offers around £300. Tel: 0484 420718.
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- VICTORIAN BRASS BALANCE To weigh up to 2lb, Mahogany base, complete with set of ounce weight £150. Tel: 0242 523290.
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- BMW 5251 AUTO 35,000 miles F reg, full service history, extras inc. air conditioning £11,500 ono. Tel: 081-946 0543.
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WANTED

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- STOCK WANTED Any quality, plus KL8. Tel: 081-316 7355.
- **TABLET COUNTER** In working order. Tel: 0226 207020,

ACCOMMODATION

- 6 MILES FROM WALT DISNEY WORLD -2 week accommodation, sleeps 4, July 23-August 6, Isle of Bali, Florida, Tel: 0872 75952.
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- TENERIFE, GOLF DEL DUR Lovely one bedroom apartment with balcony overlooking golf school and Atlantic 27 holes golf course, pool, £125 weekly £400 monthly. Tel: 081-458 2084.
- FLORIDA Luxury 4 bedroom, 2 bathroom bungalow, own heated pool, 10 minutes from Disney in secure residential area licenced for 10 people, bookings being taken for 1994 at competitive prices. Tel: 0903 742411.
- NORTH FINCHLEY, N12 Woodside Park tube 2 minutes (Northern Line), luxury modern one bedroom apartment, fully furnished and fully equipped, very close to major shopping centre, available November 1st, £563 pcm. Tel: 081-458 2084 evenings

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Aboutpeople

Inaugural symposium attracts top speakers

The University of Sunderland's first pharmacy symposium on November 11 saw two of the country's leading authorities on health issues sharing top billing.

Alan Langland, deputy chief executive of the NHS Management Executive, and Professor Mike Rawlings, chairman of the Committee on Safety of Medicines, were due to present their views on the future of health services, pharmacy and medicines at the meeting. It is set to be an annual event between the University and the Borders region of the Royal Pharmaceutical Society.

Dr John Sneddon, director of the University's School of Health Sciences, says: "It is appropriate that such an important event

Value

Medal

£50

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School of Pharmacy

Ivex Pharmaceuticals £100

Prize

NPA



Ulstermen and guests at the Ulster Chemists' Association presidential dinner dance. Left to right: Ronnie McMullan, Central Services Agency; Harry Boyd, doyen of the profession; Derek Lawson, secretary of the Pharmaceutical Society of Northern Ireland; and Mark Armstrong (p837)

President on 'Square' council

The Pharmaceutical Royal Society's Council agreed that president Nicholas Wood should represent the Society on the council of the School Pharmacy, University of London, for three years from January 1.

He succeeds Colin Hitchings, a former Council member, who has represented the Society in this capacity for a number of years.

Alan Nathan joins the board of examiners for the Society's registration examination for four vears from January 1, 1994. He succeeds Noel Baumber.

should attract speakers of such high calibre. Their presence confirms the University's status as a leading provider of high quality pharmacy teaching.

Winners

Diane Davidson

Diane Davidson

Kieran Lennon

Heather Bell

Robert Forsythe Clare Garvin

Robert Forsythe

Robert Forsythe

Manisha Anand Heather Bell Elaine Booth Andrew Brown Hazel Brown Bronagh Connolly

Joanne Smyth

Ann Higgins

Group 1 Kieron Allsop

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			17:00	

Norwich pharmacist John Mott (right) celebrates in traditional style after winning a £500 draw organised by East Anglian Pharmaceuticals in association with their trade show earlier this year. Managing director of EAP, Jonathan Briggs, joins in the celebrations

Dist lev 3 studies, Gp 2 subj Dist lev 3 studies, Gp 3 subj **PSNI** Diane Davidson £50 UCA £50 Diane Davidson Sangers (NI) Dist in prof and management Mary Lernihan £75 studies, Gp 4 subj Pfizer Ltd £75 Best practical project final yr Lesley Edgar Marion Merrell Dow Best theory project final yr Caitriona Gallagher Award Janssen Pharmacy *2 Best clinical project final yr Marie Devine Award Judith Strawbridge Astra £75 Dist in pharmacy practice, Pharmaceuticals levs 2 and 3 The Boots Co £100 Dist lev 2 studies Heather Bell Pharmacy Prize *3 Fiona Dickson Dist in dispensing, lev 2 Zeneca Pharma Award

Pharmaceutical Society of Northern Ireland

Qualification

Outstanding merit final year

Dist lev 3 studies, Gp 1 subj

Dist in pharm legislation, lev 2

Overall dist lev 3 studies

each Smithkline Beecham £50 Dist in principles of drug action, mods 1 and 2 Smith & Nephew £50 Dist in pharm, lev 2 Galen £50 Dist in med substances, mods 1 and 2

£50

£100

Dist pharmaceutics mods, lev 1 Joanne Smyth £60 *1 Copy of Martindale

Dist lev 1 studies

Group project, lev 2

*2 £30 plus copy of *Symptoms in the Pharmacy* *3 £50 plus copy of *Martindale*

Clive Lemmons, sales director at Norton Pharmaceuticals, was the winner of the Europharm trophy at a meeting of the East Anglian Pharmaceutical Golfing Society. He is pictured (left) receiving his prize from Phil Burgess, Europharm sales director

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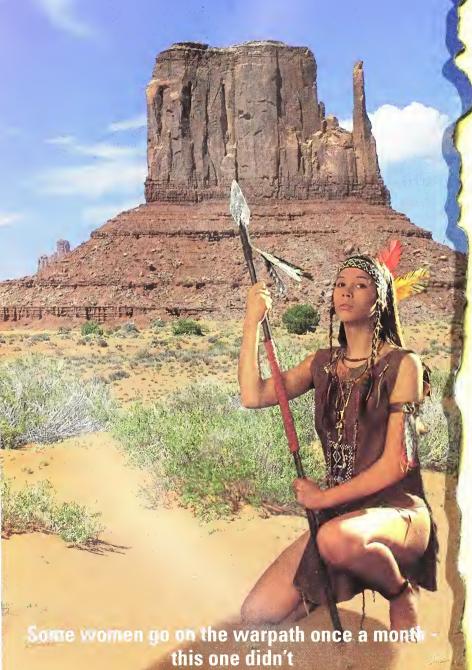
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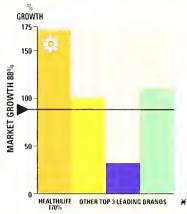
egend has it that several hundred years ago a Native American Indian woman, a member of the Flambeau Ojibwe tribe, soaked a yellow flowering plant in water and used the infusion as a treatment.

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